

■ VARIETY

Berlin Botanical Gardens among the world's finest

"Berlin's Botanical Garden can only be reproached for one, albeit important, important point namely that it does not advertise itself enough." With this reprimand on his lips American botanical professor Richard Keaton left Berlin to return to Cleveland, Ohio.

Exactly 28 hours later the Berlin 'Botanical' recorded an event which had its outcome in almost all papers in this country. Indeed it was a sad event and it would have been better if it had attracted less public attention. A fire in the giant palm tree glass house on 31 July destroyed several million Marks' worth of plants and bushes.

It is estimated that half of the 1,650 perspex windows, each seven square feet in size, were destroyed and fell on the valuable tropical plants. More than two-thirds of the greenery which came from Asia, Africa and America was burnt, scorched or destroyed by the pressure of the water from firemen's hoses.

This is the second catastrophe in the sixty-two year history of the world-famous 'Palmenhaus.' An air-raid in the spring of 1943 blasted out every pane of glass. Following this, frost destroyed several thousand valuable plants. Not until

1968 was the glass structure, which is 65 yards long and 30 yards wide, restored.

The recent damage to the Palmenhaus is a heavy blow for the Botanical Garden. But it will be able to recover.

The palm tree hot-house always was an attraction but only one among many. The total area of the garden is a little more than 100 acres, making Berlin's horticultural paradise one of the most extensive in the world.

Its history stretches back to the year 1646, when the royal physician and botanist Dr Elsholz established flower beds of special interest to botanists in the pleasure garden. The area available proved

to be too small and by decree of the Great Elector in 1679 a garden was prepared in Schöneberg. In 1897 it was decided to transfer this to Dahlem.

The gardens here are above all intended to be a scientific research institute. But at the same time they are a 'school for the nation.'

A tour of 'The Botanic' would save a trip round the world. Immediately upon entry the first exhibits are plant species from this country. Then Alpine countries, followed by northern Europe. Afterwards comes south-east Europe, the Mediterranean countries, the Caucasus, the Himalayas, China, Japan and finally American vegetation.

These geographical groups form a sight which has become famous in the Dahlem gardens. With all modesty the directors point out that no other garden in the world has a geographical section which is quite so extensive and which has been laid out so thoughtfully.

(Köln Nachrichten, 6 August 1969)

Who rules the roost

Tübingen's Wickers Institute has a survey to discover who has the influence in the Federal Republic.

Industry and the banks, said 33 per cent of the people asked. Nineteen per cent nominated the Catholic clergy, fifteen per cent said the unions.

Fourteen per cent claimed it was farmers' unions. Refugee organisations were thought of as being influential ten per cent. Eight per cent said the press and seven per cent the Protestant church.

Two per cent did not select any of the listed possibilities.

A total 1,780 people in this took part in the survey.

(Frankfurter Rundschau, 5 August 1969)

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 Lufthansa

A spray can a day keeps dogs at bay

Postmen have scored their first success in the fight to keep inhospitable dogs at bay, according to a recent Federal Republic postal authorities' report.

Last year a spray can was tested as an anti-dog weapon. In the first three months after it was introduced the number of cases of postmen being pestered by dogs dropped by thirty per cent.

The Postmaster-General's office in Cologne reported 2,000 cases of postmen being attacked in the previous year. It was no uncommon for postmen to be put out of action for weeks or even permanently.

The spray can device, is, according to the Cologne office, "a mild method of keeping ravenous dogs in check."

It is an extract of cayenne pepper and oil which according to the Munich University veterinary clinic is not harmful to dogs.

Every postman whose daily round takes him through a 'canine black spot' may be provided with a spray can which according to the Cologne postal authorities is the 'last resort for this country's postmen.'

(Frankfurter Rundschau, 7 August 1969)

Bath-tub jingles erotically-tinged

A firm in Bielefeld producing bath-tubs has been searching for a hard-hitting advertising jingle. This has produced unexpected response. Within two months more than 120,000 entrants sent in about 200,000 odes to the bath-tub, competing for a first prize of 25,000 Marks.

According to the bath-tub firm 65 per cent of entrants were women. As many as ten per cent had academic qualifications. One of the poems was in the form of a polka set to music.

Organisers of the competition remarked that at least half of the entrants connected the bath-tub with erotic ideas. More than ten per cent of entries were said to have a distinctly pornographic flavour. (Süddeutsche Zeitung, 23 July 1969)

The German Tribune

A WEEKLY REVIEW OF THE GERMAN PRESS

C 20725 C

Hamburg, 2 September 1969
Eight year - No. 386 - by air

Czech hopes are dashed on anniversary of invasion

The all-pervading mood was the old illusion that the better system always prevails in the world. Had not in the Soviet Union itself a more liberal and productive line at least asserted itself in the face of gloomiest Stalinism more than a decade beforehand?

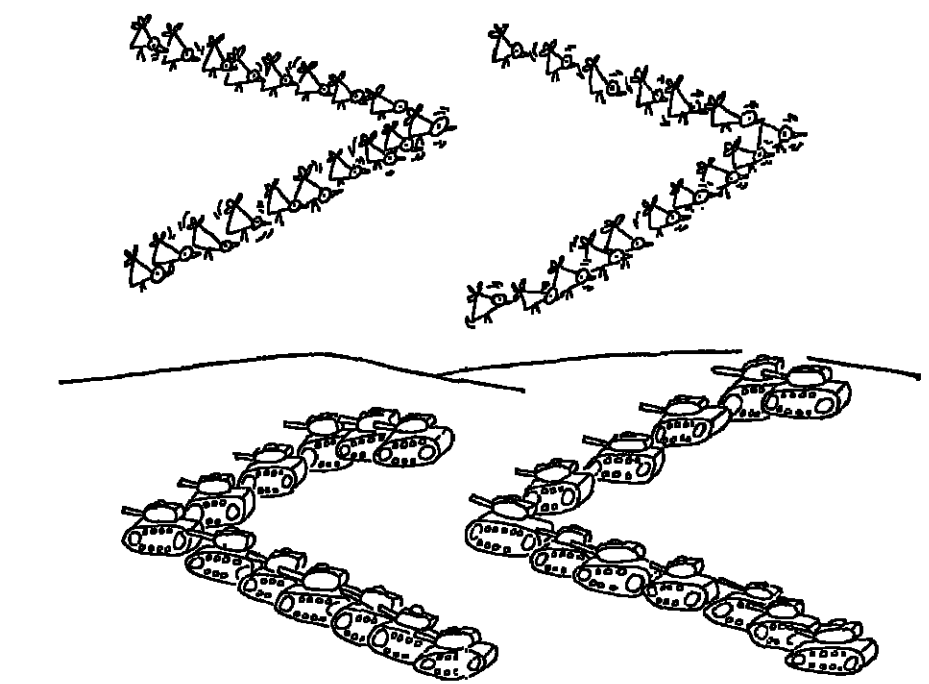
Something now appeared to be in progress that might have been proclaimed as a new form of humanitarian Socialism. Fresh respect of the individual was to be linked with up-to-date forms of social life. Czechoslovakia seemed to be a ray of hope, especially for Westerners disappointed with the Western way of life but not prepared to go the whole hog and turn communist.

The new Czechoslovakia opposed intellectual oppression, isolation within a bloc and an unproductive economy. At the same time the new look was intended to result in greater social justice. Much may have been utopian but there was a new nerve about the whole. Surely it would increase and prevail.

The utopian element of the prospects envisaged in Prague did not, however, have firm foundations. They did not form a system like the Marxist approach, which is so consistent that it triumphs over contradictions to reach reality.

The men who sought the right road to humanitarian Socialism for the two nations, Czech and Slovak, were by and large pragmatists characterised by the engaging political naïveté of Alexander Dubcek. They tried to come to terms with the given situation and find the best combinations.

This situation included traditional inclination of the Czechs and Slovaks towards the Western world, superiority of the West in matters economic and industrial and dependence on more intensive



Spring is in the air (1968) (Cartoon: Ivan Steiger/dtv)

relations with the West if Czechoslovakia were to surmount its economic plight, the sine qua non of humanitarian Socialism.

The new line, about which assurances were continually given that there was no intention of it leading to a break with the communist bloc, involved adjustments that represented a reversion to a number of principles that are fundamental to the economic system of the West.

The Western system was logical, tried and trusted and had put into practice a fair number of the targets of the Prague reformers. By parting company with rigid communist orthodoxy without humanitarian Socialism forming (or being in a position to form) a consistent, logical alternative Czechoslovakia inevitably veered towards the Western democratic system. From their viewpoint the Soviet leaders were not altogether wrong in feeling uneasy.

The past twelve months have been a year of compromise. As the occupying forces in Prague disingenuously allowed

that some of the reformers' targets were legitimate the year ended in Czechoslovakia with hopes—vague, perhaps, but hopes nonetheless—that the better, more effective and efficient system might prevail.

These hopes have now been dashed both for the Czechs and Slovaks and for the world at large, insofar as those concerned had harboured any illusions. Who would be so bold as to maintain that the better system will never prevail? History takes time and generations can come and go but it is certainly something that there is a general awareness of what is going on.

Despite censorship and manipulation, despite fraudulent documentary films produced in Moscow the outcome now that a year has elapsed since the invasion will not have gone entirely unnoticed even in the Soviet Union. A belief in the better system that is based solely on the expectation of victory would not be worth a great deal.

(Frankfurter Allgemeine Zeitung für Deutschland, 23 August 1969)

Fire in Al Aqsa mosque may prove last straw in the Middle East

Czechoslovakia and the attention it has been receiving of late has temporarily distracted attention from another international hot spot, the Middle East. The fire in Al Aqsa mosque, particularly the reactions to which it has given rise, calls to mind in a frightening manner the elementary feeling of hatred that is one of the principal political factors involved. This hatred is continually lying in wait for the first convenient opportunity of coming to the fore.

Those who went through the period know well enough how little ideas of this kind were involved. That they were not is, incidentally, partially borne out by the scrupulous discretion with which the rest of the world looked on as Soviet troops marched in.

No one has stopped to consider who was responsible for raising the fire. The spark has eagerly been grasped to ignite the explosive mixture of Arab hatred.

This blind rage will only be provoked again if the Israeli police succeed in

however, too absurd to be credited outside the Arab world. The damage Israel has suffered is too obvious. Admittedly events such as these make it clear that peace moves on the existing basis are doomed to failure.

The fresh attempt to forge greater Arab unity in the light of the burning Moslem holy place has, moreover, been preceded by a change that appears to point in the direction of unity. King Hussein no longer plays the special role that was his from the start as the leader of a relatively weak country, a role that partially survived even the Arab-Israeli war.

Hussein is growing increasingly convinced that he is bound to accept the danger to his kingdom that the Palestinian liberation organisations represent. His change of mind has lost Israel virtually its last prospect of paving the way for the political solution that the Israelis need to safeguard their existence.

(Frankfurter Allgemeine Zeitung für Deutschland, 25 August 1969)

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The Soviet line, of course, people who harboured hopes of this kind expected nothing more nor less than the disintegration of the bloc and hoped to make imperialist capital out of the crisis of Communism.

Those who went through the period know well enough how little ideas of this kind were involved. That they were not is, incidentally, partially borne out by the scrupulous discretion with which the rest of the world looked on as Soviet troops marched in.

FOREIGN AFFAIRS

Eurasia's fragile hem

On the anniversary of Soviet military intervention in an allied country, Czechoslovakia, Europe has come to terms with the fait accompli of 21 August 1968. What else could surrounding countries have done? Protests are bound to remain so much hot air in the face of policies of violence pursued by a determined and unassailable great power aimed to the teeth.

This is a conclusion that the Soviet leaders must surely also have reached after the event and the passage of time. To this extent the situation has, on the face of it, returned to normal even though occupied Czechoslovakia is obviously still a long way off the normalisation demanded.

It was clear from the start that the military policing action undertaken by the Soviet Union and its four Warsaw Pact partners in intervention, Poland, Hungary, Bulgaria and the "GDR", would have no further manifest consequences outside the Eastern Bloc.

Security policy aimed at preventing war had no alternative but and will continue to have to respect the frontiers of European alliances.

The reason why the Soviet Union was able to impose on Czechoslovakia by force of arms a Bloc policy devised in Moscow, to sack the country's political leadership and dictate its own political terms is that Moscow did not go beyond the frontiers of its own sphere of influence.

The division among European countries, the confrontation between the two military alliances on the Continent, the mutual relationship of the two world powers and the danger of conflict arising from this state of affairs combine to favour static policies aimed at maintaining the status quo.

Not even the suggestion of a security doctrine designed to protect exposed non-aligned countries in Europe and cover the Mediterranean region, a proposal outlined by the North Atlantic Council in November 1968 but not binding on Nato members, can be expected to be of any practical consequence. Nato countries are neither willing nor able to launch a counter-offensive campaign.

Where is the region, where the fulcrum, where the power for the West to adopt a dynamic security policy?

The Soviet Union, in contrast, has in the case of Czechoslovakia defined its own security requirements in Europe, based on far-reaching strategic interests and the political criterion of a state of affairs conforming with the prevailing system in all countries of the socialist community.

None of these countries may be winked out of the alliance with the Soviet Union and none is free to set up a social and economic system at home or establish relations with foreign countries that differ from the Soviet pattern by more than given degree varying from one country to the next.

The occupation of Czechoslovakia and Soviet policy since have demonstrated that there is a limit to the detente that is continually proclaimed to be the goal of Soviet foreign policy. Military, political and economic control of Eastern Europe must on no account be affected.

The Soviet Union is thus intent on limiting relaxation of tension to the forefield of Soviet great power bastions. Detente is intended as a function of Russian hegemony and not as an alternative to it. The West's detente policy no longer has a leg to stand on.

This is not to say that no further attempts should be made to bring about a relaxation of tension or that the evolution of political conditions in the Soviet Union and its sphere of influence has once and for all come to a halt and that new moves, fresh political trends and reappraisals are no longer to be expected.

The tricks of history will give the Soviet Union no respite. The trends that took too tempestuous shape in the freedom verve of Prague and Bratislava in the spring of 1968 will continue despite temporary despair and resignation and despite oppression and opportunist line-toeing.

Soviet tanks have made their mark but they have not changed the historical landscape of Europe. The Soviet leaders have rejected the idea of a zone of neutralisation and transition, the concept of agreed security by means of voluntary cooperation and General de Gaulle's slogan of Central Europe as a unit.

In the long run, though, their domination of an empire in the furthestmost provinces of which moves to gain independence of the imperial hegemony are gathering momentum cannot be maintained by the artificial means of force of arms, political control from abroad and gathering momentum cannot be maintained by the artificial means of force of political terms Warsaw Pact intervention in Czechoslovakia a year ago proved a short-term success, but at the same time it has resulted in a latent threat to European security. No amount of appeals for a security conference and differentiations in print can change the fact.

As long as the Soviet Union is prepared neither to adopt a concept of relations with Europe that does not involve the threat of force nor to extend the political leeway of its allies nor to define in more moderate terms its security requirements regarding other European countries Europe will have to live with the rules and regulations of a military balance of power and security on the Continent will involve a varied degree of tension and calculated risk.

Neither rhetoric nor speculation, neither propaganda nor the peace plans of constructive political thinkers will succeed in effecting the slightest change in these blunt facts of power.

From one year to the next it will be business as usual, as long as Europe remains covered by American guarantees and presence, at least. Then life will begin in earnest for Western Europe.

Western Europe will have to live with Soviet hegemony over the Eurasian land mass. It will have to come to terms with its position as the glittering but fragile hem at the periphery of a continent.

Lothar Ruehl
(DIE WELT, 21 August 1969)

UN praises Bonn's development aid

Ecosoc, the UN Economic and Social Council, has praised the volume of this country's development aid in uncommonly forthright terms. In a report submitted to the permanent council of United, the United Nations' Conference on Trade and Development, it is noted that:

"In 1968 the chief characteristic of the flow of capital to developing countries was the increase in private financial assistance from Germany. The Federal Republic has now reached second place as a source of capital for developing countries."

According to preliminary estimates the flow of capital from this country to the developing world increased by 1,400 million dollars net, or 44 per cent, in the period under review. Roughly 900 million dollars worth of this total consisted of private industrial credits.

(DIE WELT, 19 August 1969)

South America calls on Old World to redress balance of the New

Bonn is following in Columbus's footsteps. An unexpected rediscovery of Latin America is in progress. Foreign Minister Brandt and his Secretaries of State Lahr and Duckwitz set in motion a swift and lively exchange following their systematic tour of this massive continent barely a year ago.

Visite have continued apace in both directions and in Bonn a committee chaired by Argentinian ambassador Mohr has been set up to frame a comprehensive policy concept on South America.

The policy's point of departure will be South America's determination to gain political and economic independence of the United States. Despite disagreements on other issues South American governments are agreed in their criticism of American economic aid and their condemnation of economic sanctions, the use of which was threatened by Washington in the oil dispute with Peru.

How else could Peru have got its own way and Chile, Ecuador and Peru as yet not have had to go back on their unilateral claims to further fishing zones? President Nixon's special envoy, Governor Rockefeller, encountered anti-US feeling at every stage of his tour.

South America is consequently calling on the Old World to redress the balance of the New. Based on growing self-confidence and mutual rivalry, this is an offer that Europe would do well to accept.

The peoples of South America are impatiently trying to develop from agricultural to highly-developed industrial economies with the least possible delay. In the process they will accept aid on favourable terms from any source forthcoming. In the long term, too, they represent interesting markets.

Even though they may appear to some to be unrealistic and too pie-in-the-sky the sectors in which South American countries are mainly interested are technological: peaceful exploitation of atomic energy, electronic data processing, aeronautics and space, oceanography and, at a later stage, colour television.

For the Federal government these are by no means unpromising starting-points. This country is already the second-largest trading partner of most South American states. Private investments in South America amount to several thousand million Marks.

As the Arab countries increasingly turn towards Moscow and East Berlin more and more of this country's development aid allocations are becoming available for investment in South America. Scientific Research Minister Stoltenberg has already signed the first agreements on scientific cooperation - with Argentina and Brazil.

On the political front a common interest has repeatedly been found in rejection of the nuclear non-proliferation treaty. At Vienna this country and South America joined forces to gain acceptance for the demand made by the Geneva have-nots for additional permanent seats to be provided on the council of the International Atomic Energy Authority for Bonn and a second South American country.

At this point the close links between political, technological and economic interests become apparent. These links are fostered by the competition between industrialised countries in a receptive continent.

Accusations of exploitation and neo-imperialism are promptly levelled at partners in negotiation but emerging countries, development aid planners have generally discovered, have no intention of exchanging dependence of old for a newer version. For this reason alone Bonn must tread warily in South America.

The interests of the great powers, another factor that must be included, political calculations. In Red Star, Soviet army daily, Moscow has also accused the Federal government of being against the national liberation movement on the continent by means of exploiting trade and economic links and of imposing on South American countries Bonn's viewpoint on the human question.

In the United States, on the other hand, this country is suspected of gratefully trying to utilise American cult position for its own ends. It is indeed felt to be exploiting the aid by its unmistakable presence.

The problem is virtually insoluble. Means of close consultations in Washington Bonn must try to depict itself as ally who is ready and waiting should US position in South America take serious setbacks. At the same time Moscow must be convinced that there is no question of a new German claim to hegemony.

The solution may possibly be in lateral cooperation with, say, France. France also has a fund of goodwill in South America but would be hindered by overburdened by competition with the United States in the southern half of the American continent.

What is more, close synchronisation of policy towards South America was agreed between Paris and Bonn some years ago. Economic Cooperation Minister Epp has repeatedly advocated some such solution.

As yet, then, Bonn is operating in uncertain terrain in South America. Its expectations South American countries have of the country of Alexander von Humboldt and the opponent of the United States, the expectations these expectations represent are bound to exceed what this country is in good time. There is no call for hopes - which does not mean that South America does not merit the greatest attention at the moment.

Günther von Lojewski
(Hannoversche Allgemeine, 19 August 1969)

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GENERAL ELECTION

Pollsters probe parties' electoral prospects

DIE WELT
TÄGLICHE ZEITUNG FÜR DEUTSCHLAND

Public opinion polls are casting their shadow over the pre-election battlefield. They either demand or inhibit decisions on the part of the powers that be. They dim the sight of the onlooker.

Neck and neck was the prediction of the pollsters last winter. In May the Mannheim political scientist Dr Wildemann published a completely different forecast: CDU to beat SPD with a margin of between four and thirteen per cent, depending on how fortune favours them. The other polls followed suit to a greater or lesser extent.

At the end of July the polls showed up differently. Pollster Professor Noelle-Neumann of Allensbach did not repeat the old neck and neck theory of last winter. She forecast a victory for the Social Democrats (SPD) with 46 per cent to 43 for the Christian Democrats (CDU/CSU), although with hidden reservations.

Professor Noelle-Neumann, whose remarks were handled by the newsweekly *Der Spiegel* and either quoted or at least taken into account by political commentators in all the mass media, made changes to the preliminary election scene.

The CDU/CSU, which until then had been content to let doubts that they had won the election ride, suddenly, in order to spur every last voter to action, showed more than tactical uncertainty. The SPD, which had been knocked off balance in May by their bad start to the pre-election summer, began to edge ahead, according to Professor Noelle-Neumann. Even though there had been a mood of depression that worked paralytic, which had been planned as the

star move of the election campaign, had turned out to be a bad investment, and even though it had been feared that Karl Schiller's economic magic would burn itself out in the destructive battle over revaluation, a cloud with a silver lining appeared on all Social Democratic horizons.

Recently an Emnid survey that has been going the rounds of the Chancellor's office has dampened down this enthusiasm. The new forecast is: CDU 35 (a rise of four points in the past two weeks), SPD 34 (a rise of only two points), Free Democrats (FDP) and National Democrats (NPD) no change. The Christian Democrats are delighted at this trend.

It must be admitted that the situation is much more complicated this year than in any previous election year. There are sound reasons for the parties to be nervous. The pollsters have not yet been able to add any new reasons. Professor Noelle-Neumann bases her statements on the parties' predilection for the steady voter. The eight million floating voters have been left out of consideration.

She has left another line of retreat open. She does not claim to be sure that the voters she has questioned will vote in September the same way as they did in her poll. Because of this the true picture will only become clear on the eve of the elections. Kurt Georg Kiesinger may then have twice as much support as Willy Brandt.

Indeed public opinion polls cannot touch the silent ranks of "don't knows," at least not with some weeks to go to the election. The pollsters only know that the CDU will obtain more votes from this source than the SPD. What the ratio is will be decided by the battle into which the generals are now marching.

As far as is known the CDU has quite a decisive poll lead over the SPD, ignoring the possible votes of the undecided. This

theoretical lead is around five per cent, which means it is possible that they will be eight per cent clear of the SPD. It is still open to doubt whether the FDP will even reach eight per cent.

The real problem of crystal-ball gazing lies elsewhere. It is not a question of a few points here and there which will decide the shape of the new government in the autumn. Who actually becomes Chancellor depends to a large degree on the performance of an outsider.

This is the glamour and the gloom of the opinion poll industry. Not one of the institutes has succeeded in defining the NPD's prospects. Their material is too sparse. Furthermore, all that needs to be stated is which group they will be in: under or over five per cent.

As long as it remains open whether Adolf von Thadden's cohorts will march into the Bundestag, nobody can judge who will be ruling in Bonn for the next four years.

For example if the NPD received six per cent, the left-wing extremists two, the FDP eight, the CDU 44 and the SPD 40, then there could be no coalition against the CDU/CSU, although the CDU's majority over the SPD amounted to only four per cent. At every poll defeats occasioned by von Thadden's party would threaten the SPD coalition. If the NPD, on the other hand, received four per cent, and the left-wing federation one per cent, the FDP eight, the CDU 47 and the SPD 40 per cent, the SPD could join forces with the FDP to form a coalition government although the CDU/CSU would be seven points ahead of them.

Public opinion polls have only thrown light on one thing. The CDU, who have stated that their election campaign will be brief and intense, will not direct their attentions entirely at the potential NPD voters. They can afford to ignore the possibility of von Thadden succeeding. If he does, they can already feel sure that they will provide the next Chancellor.

They must aim their shafts at the possible partners in a coalition led by Willy Brandt. They can only feel absolutely certain of their leading position if on 28 September they come off better than the SPD and FDP combined. Kiesinger must fight.

Hermann Renner
(DIE WELT, 20 August 1969)



(Photo: Archiv)

Hanns Lilje turns seventy

"Verständigung" (Understanding) is the title of a publication to mark the seventieth birthday of Dr Hanns Lilje, Protestant Bishop of Hanover, on 20 August. Understanding has been the Basis on which this famous theologian has always worked.

Dr Lilje, who was born in Hanover, published as early as 1928 a thesis entitled "The technical era," in which he tried to reconcile technology and theology and to free the relationship between the Christian faith and the sciences from all apparent contradictions.

As vice-president of the International Christian Federation of Students and as general secretary of the Lutheran World Convention, Dr Lilje, who later also joined forces with the Confessional Church, has never acted in an opportunistic fashion. His harsh frankness, for which Stalinists were to attack him as an undesirable person, led to his arrest by the National Socialists in 1944.

In 1945 the Americans released him from his Nuremberg prison. In 1947 the state synod in Hanover elected him bishop.

His ability to mediate in arguments was recognised by delegates at the first World Council of churches in Amsterdam, at which he was elected chairman. His first duty, however, was to reunite the Church in his own country after the chaos of the Third Reich.

But Hanns Lilje, who was instrumental in founding the German Evangelical Church (EKD) and who had a say in its affairs could not prevent ideological fronts in a divided Germany from becoming more obdurate.

Tactical considerations led him to refuse a candidature to become Chairman of the EKD Council. If in this respect, too, he did not succeed in creating unity, at least he helped the Lutheran Church to organise itself efficiently.

The World Council of Churches in Uppsala in 1968 brought recognition of his endeavours for international understanding between various denominations and gave him new duties - Lilje was elected to one of the six presidential positions.

Again and again the Bishop warns of the need for frank and open discussion. He follows his own advice in "Sonntagsblatt", which he publishes in Hamburg, and as the author of theological and philosophical works.

As publicist who takes advantage of all media he bridges the gap to modern theology; as the only abbot of a Protestant monastery, the priestly seminar at Loccum, he carries on a tradition. But he knows how to weigh up just how much of the past must be sacrificed for the cause of understanding.

(Frankfurter Neue Presse, 20 August 1969)

Interim report outlines Foreign Service reform proposals

Basic reforms, a certain strengthening of the staff and a brightening up of its image are necessary in this country's Foreign Service if it is to meet the requirements of our times and is not to run the risk of becoming inadequate in the future.

This is the conclusion drawn by the Commission for the Reform of the Foreign Service set up by Foreign Minister Willy Brandt last autumn which has recently submitted an interim report to Bonn.

Retired diplomat Hans Heinrich Herth von Bittenfeld, chairman of the twelve-strong committee, emphasised to representatives of the press that owing to the immense amount of work necessary for making improvements in the field of foreign economic policy only suggestions for improvements to certain details could be divulged at present.

The commission's report recommends extensive changes in the entire personnel structure of the Foreign Service. Among other suggestions is one for the creation of a personnel reserve.

The chairman explained that with regard to personnel the Foreign Service was living a hand to mouth existence. There was no system of further education, and scarcely a specific course of language instruction, when posts changed

hands. Nor was there any opportunity for officials to find their way around before commencing duties.

The word has been spreading that diplomats often have to work under the most difficult conditions and in inadequate circumstances. So the danger is arising that with the lure of free enterprise qualified staff successors will be difficult to find in future.

The commission has not presented a cost estimate for the proposed structural changes. It has limited itself mainly to a fundamental statement of the various problems, in particular those concerning organisation, service regulations and personnel. It has claimed that the relationship between the administration of diplomatic missions and Bonn headquarters is often too close or too independent.

Co-ordination of functions at embassies must be checked over with the aim of sharing duties according to capabilities. Among other things consular functions must as far as possible be entrusted to the highest officials. The misalliance of position and duty within the service could only be corrected if the embassies were staffed with enough officials of middle rank and similar employees.

The commission also found fault with the one-way flow of information between foreign missions and headquarters. Many

pieces of information from abroad had obviously been transmitted, so that a substantial part of the report had not been sufficiently evaluated, if it had been interpreted at all.

In this respect cooperation with other departments must be improved. The commission recommends that in future the different departments of the Foreign Service should be organised on a regional basis and that the present division into sectors should be dropped.

Language teaching was criticised as being completely inadequate. In the face of requirements, what had actually been achieved in this respect was just a drop in the ocean. If diplomats were to be schooled in the more difficult languages they would have to be released from their other duties for long periods at a time. Von Herwarth stressed that the commission would later be passing opinions on other questions, such as the details of educational requirements, the demand for training successors to the present staff, suggested improvements to the personnel structure, and the specialised duties of the foreign service, such as cultural policies.

This interim report has been published swiftly in order to have the necessary proposals ready for the next budget debate.

(STUTTGARTER ZEITUNG, 21 August 1969)

■ THE CHURCH

Ecumenical movement must not overstretch its spiritual and temporal resources

After an era of pious inner withdrawal the world's churches are once again beginning to take an interest in public affairs and important issues. Behind this development is the wish to be of importance in education and politics.

The traditional bone of contention about the political influence of the Church has now lost most of its explosive power.

What matters more to the Church of today is the critical state of humanity. The whole world, even outside the industrialised countries, is striving towards the age of science and technology. People fall easy prey to nationalism and racial doctrines.

The Church can outline its task in the near future with a few key-words—aid for refugees, educational programmes for countries in Asia, Africa and Latin America, economic and technological developments, struggle against racial prejudice and combatting warlike sentiments.

The Church, whether in Rome or Geneva, is faced with a wide range of work in many spheres, political and wel-

fare, economic and cultural, and the field is growing with every month that goes by.

Good resolutions threaten to be too much for the strength of the Church. That has been made clear whenever the Church has tried to do something to stop armed combat. The Church failed in the Near East, in Vietnam and also in the war between Nigeria and Biafra. In all three spheres of conflict both Rome and Geneva have repeatedly tried to mediate, but without success.

Here the limit of the effectiveness of the Church can be seen. Nobody can dispute the fact that the prime task of the Church is to spread peace. This is made clear in the Sermon on the Mount.

But another fact cannot be denied. The Church's peace moves grind to a halt as soon as expert knowledge, experience of intervention, good will and authority are exhausted. In this it is no different from political moves in the same direction.

The Church's development aid shows the same pattern. It is squandered on too many individual enterprises which do, however, meet with success providing that the necessary expertise and enthusiasm is there. But the overall impression is that there is little progress made in the development aid agreed upon eighteen months ago at Beirut and augmented a year ago in Rome.

In many countries the Church has great political influence and economic importance. This is still true despite the division in theory between Church and state. But the Church's degree of efficiency decreases the more involved it becomes in the secular world. The large number of programmes and tracts written and enterprises undertaken by the Church to make the world a better place to live in have only caused confusion.

First they must all be placed in their proper context. A distinction must be made between those necessary and pos-

sible and those desirable but not feasible under present conditions.

The central committee of the Ecumenical Council at present meeting in Canterbury is mainly occupied with examining the conceptions and projects of the Church. The central committee acts as head ecumenical body in the years between full ecumenical assemblies. The 120 committee members, including six from the Federal Republic, represent 234 Protestant, Anglican and Orthodox churches. Rome, which works in close cooperation with Geneva in many spheres, sends observers.

At Canterbury the committee members must agree on a list of ecumenical priorities. Not even the Church can do everything at once.

Old established topics will be pushed into the background. This will probably also be true of a question that primarily affects this country. Now that the German Protestant Church has split will there be two representatives from Germany on the Ecumenical Council, one from the Protestant Church now limited to the Federal Republic and West Berlin and one from the Confederation of Protestant Churches of the German Democratic Republic, formed earlier this year.

The committee members at Canterbury will give precedence to other questions, among them racialism, aid to refugees, development aid and, above all, the possibility of participation by the Roman Catholic Church. But that cannot be expected for some time. The differences caused by the 450-year division of the Churches are too great to be bridged. Yet all thoughts about a strengthening of the ecumenical movement must include this possibility.

This counterbalances the temptation to face the misery rife in the world with wishful thinking and vague aims of improving the world. To fall back on political and socio-political Messianic thinking

as a means of direct intervention against distress would be a return to a stage of clericalism which the Church has passed. The attempt would be doomed to failure. This is clear from the discrepancy between what the Church can do and amount of poverty and prejudice in the whole world.

Rome's overtures raise the question of theological bases and the source of the Church's power, as did the entry of the Orthodox Church. The wealth of the Church is not to be found in its bank accounts or development agencies. Its true value is immeasurable. Day by day politics show no trace of it. It is spiritual power.

Karl-Alfred G.
(Frankfurter Allgemeine Zeitung, 18 August 1969)

Bishop emphasises importance of vote

In an appeal dealing with the coming Bundestag elections the Bishop of Hamburg, head of the Evangelical and Lutheran Church (VELKD) called on all Protestants in the country to remember their responsibility and give deep thought to the question: whom they were going to vote for on September 1.

Bishop Wölber stated that many citizens were undecided, some reacted to right-wing slogans of law and order while others searched for more radical and extremist solutions.

A Christian could not be contented with status quo and security, he said. A Christian hopes for God's help in improving the world. Human aims can be attained only when Christians have the courage to change a world which is in a state of injustice, peace and helping the oppressed.

The bishop stressed the complete freedom of conscience that a Christian enjoys when making political decisions. He went on to say: "Do not let yourself be upset if the Church follows directly or indirectly, haphazardly or purposefully, one political line. The Church is not yet an immediate political adviser."

(Frankfurter Allgemeine Zeitung, 18 August 1969)

he lives and in which he has been brought up. But this has nothing to do with Filetto. It is Defregger's spiritual position and intellectual range that are being questioned.

Christ, the founder of the Church, demanded that his successors should not only be as gentle as doves but also as cunning as a serpent. And the person responsible for nominating Defregger as bishop should have borne this in mind.

The question is raised whether the love and forgiveness shown to Defregger by his fellow-men in the church was not accompanied by a lack of consideration for the people of this country in their special moral and political situation. The nomination seems to have done grave harm. The Catholic Church itself is filled with anxiety and confusion. Relations between Catholics in this country and their fellow citizens have become strained, and an undertaking against traffic to and from Berlin are duetothe existence of the NPD and petty restrictions long before the formation of the NPD. These too were justified in one way or another. But the NPD is of great propaganda value to the East Berlin Socialist Unity Party (SED).

If the NPD wins enough votes and is able to prattle its nationalistic slogans to the world at large in Parliament the Federal Republic's German and Eastern European policies would suffer. Then GDR propaganda about the growth of nationalism in the Federal Republic

Whatever decision is made the Defregger affair may well have one common aspect when it is all over. We must have listened to all the discussions and a step nearer to living with the past.

Manfred Thier

(STUTTGARTER ZEITUNG, 18 August 1969)

■ GERMAN QUESTION

Fact-finding All-German Institute founded

On 1 July the Federal Minister of All-German Affairs set up the All-German Institute. The Institute, which has its headquarters in Bonn, includes several organisations and institutions of a private character which have devoted themselves to tasks in the all-German sphere. The foundation of the All-German Institute will prepare the way for more effective work.

Two tasks face the institute right away. Firstly it must examine latest developments in the GDR and evaluate all available data. Its second task is to keep the public informed as much as possible about the results of its investigations.

The institute will provide material for political decisions and so fill one gap in the information needed for the everyday political scene.

It will also turn its results into information. Experts at the institute will read newspapers, magazines, both general and specialist, drafts of laws and scientific literature and then analyse and evaluate them. This wide-scale service will try to give people in the Federal Republic an accurate picture of the GDR.

The unity of our people will last as long as we do not become estranged from one another. Contact is made more difficult by the prohibitive measures of the GDR. But those people in positions of responsibility in the GDR have left a few doors open for communication. The more these connections come under political pressure in the GDR the more important it is that the unity of our people is

strengthened by the knowledge of the developments in the other part of our country.

Public opinion polls and reports from political meetings and seminars in the Federal Republic show that a large proportion of our population is not sufficiently well-informed about the state of affairs in the other part of Germany.

The main task of the All-German Institute is to give the population of this country as much objective information as possible about the all-German situation, important developments and events in the GDR, political tendencies in the leadership of the Socialist Unity Party (SED) and the Federal Republic's German policy.

Only an objective information service of this type can help to keep our people together in the face of propaganda, agitation and controversy. The All-German Institute will not paint everything in black and white.

Material will not be chosen to give a one-sided view or political colouring.

Anybody who wants to find anything out is allowed to go to the institute. Scholars, postgraduate and other students can work on their chosen field of study at the institute. Both in Bonn and Berlin comprehensive archives have been put at the disposal of journalists.

The public will always know that the information given out by the institute is reliable. With the help of the information service the citizens of the Federal Republic will be able to form their own judgement of what is happening in the other part of Germany.

Industriekurier: Now that the Wall and the order to shoot at people trying to escape has been with us for eight years, does the government consider this an obstacle to an intensification of all-German contacts and high-level talks?

Wetzel: Walls and barbed wire are nowadays no substitute for sound arguments. They merely show the characteristics of their builders. This is as obvious as the fact that these barriers do not exactly promote peaceful understanding. But this does not deter the Federal Republic from continuing its efforts towards closer understanding. We would be doing all Germans and Europeans the other side of the Iron Curtain a disservice if we resigned ourselves to the facts. It is not only Germany that is divided but the whole of Europe.

Industriekurier: Do you believe that the existence of the National Democratic Party (NPD) impedes the holding of all-German talks or makes them completely impossible?

Wetzel: Not at the present time. Every democratic state has its extremist groups with their footling, confused ideas. Therefore one should not over-estimate the NPD. Claims made by German Democratic Republic (GDR) that measures have been undertaken against traffic to and from Berlin are duetothe existence of the NPD and petty restrictions long before the formation of the NPD. These too were justified in one way or another. But the NPD is of great propaganda value to the East Berlin Socialist Unity Party (SED).

If the NPD wins enough votes and is able to prattle its nationalistic slogans to the world at large in Parliament the Federal Republic's German and Eastern European policies would suffer. Then GDR propaganda about the growth of nationalism in the Federal Republic

'Ready to talk with E. Berlin'

INTERVIEW WITH DR GÜNTHER WETZEL

In an interview with "Industriekurier" of Düsseldorf Dr Günter Wetzel, Parliamentary Secretary of State to the Ministry of All-German Affairs, reiterates that the Federal Republic is ready to talk with East Berlin about practical questions of cooperation. He goes on to the questions of wholesale restriction of presence Federal Republic in Berlin.

might not fall on deaf ears. Here as in the rest of Europe nationalism is a historical remnant. In our country it is represented by the NPD. Nationalism is as great an obstacle for Western European unity as it is for reconciliation between East and West.

Industriekurier: What effect have the decisions of the Social Democrats (SPD) in South Hesse and Schleswig-Holstein regarding the question of the recognition of Ulbricht's regime had on your own policy?

Wetzel: At the SPD party congress at Bad Godesberg this April the following resolution was passed: "We do not consider the GDR to be a foreign country. Germans living in another part of the country are not felt by us to be of a different nationality. But it is unrealistic to deny the existence of another part of Germany and to ignore it completely."

I think that this resolution cleared up a lot of misunderstanding on the question of recognition. My party does not question the existence of the GDR as a state. But you know that opinions vary in the coalition. Yet when the Free Democrats (FDP) put a question in the House about German policy at the end of April the two partners said that there was no question of recognising the GDR as a foreign country.

The new All-German Institute has been a favourite target for the propaganda of the SED ever since the Federal Cabinet decided to set it up in February 1969. The SED are trying to make the public think of it as a cross between a spy ring and a propaganda machine. But these accusations lack all substance. Only published information is evaluated. In a divided Germany this is important for learning about the population in the other part. This information cannot be found anywhere else in such bulk.

Apart from its two main tasks the institute is taking over various of the more minor tasks which used to be carried out by the Ministry. These include promotion of contacts, aid, care and control. The Ministry can now concentrate its efforts more on basic political issues and not get bogged down in administrative work.

The All-German Institute consists of four departments, three of which are in Bonn and one in Berlin.

Department I is concerned with administrative work and the promotion of contacts.

Department II contains the archives, and here all the documentation and scientific analysis is done.

Department III devotes itself to publication.

Department IV is in Berlin. Here are archives and offices responsible for aid, care and control, contacts and information tours.

No extra expenditure is necessary for the All-German Institute. Costs are met by the budget of the Ministry of All-German Affairs and they are equal to the amount formerly paid to the organisations now included in the institute.

The foundation of the institute means a saving of personnel. The former private institutions needed 303 people to carry out the work. Now that everything has been streamlined the staff can be cut to 266. Another nine posts will not be filled after their present incumbents leave.



Dr Günter Wetzel

(Photo: dpa)

The foundation of the All-German Institute has achieved the following aims: — Parallel organisations, sometimes concerned with the same field of work, have been brought under one roof. This leads to a rationalisation, coordination and improvement in the work.

— The public character of its work and the cooperation between the Ministry and those responsible for documentation and processing the information and passing it on to the public has been improved.

— The saving in the personnel budget means that more money is available for material expenses.

The Ministry of All-German Affairs has found with the setting up of the institute an effective instrument for its sphere of operation which will contribute to a rise in the efficiency of all-German work and a more comprehensive information service about the GDR and the Federal Republic's German policy.

Dr Günter Wetzel
(Das Parlament, 16 August 1969)

and rights of transit in internal canal traffic.

Negotiations could begin on these subjects and many others immediately and with no conditions. Positive results to such talks would make the present division of Germany and the difficulties resulting from it far more bearable to people both east and west of the demarcation line. It would also be a relief to the rest of Europe.

Industriekurier: In your opinion how can the connection between West Berlin and the Federal Republic be preserved and how can new Berlin crises be avoided?

Wetzel: First of all I must make it clear that past Berlin crises were not caused by the policies of the Federal government. They were caused by the Soviet Union or the GDR and connected with impossible demands. Up till now the citizens of West Berlin have not let themselves be intimidated or misled by communist threats and chicanery. This will not change in the future. West Berlin is stable and has a healthy economy. The protection of Allied guarantees and political and financial measures will make the city more attractive to those people at present working in the Federal Republic.

The latest initiatives of the Western powers over Berlin must be applauded. I hope that negotiations between the West and the Soviet Union will lead to an improvement in the Berlin situation.

To preserve the connection between West Berlin and the Federal Republic it is not very useful to put forward for discussion wholesale restriction of the presence of the Federal Republic in the city before talks have even been agreed. Such proposals can only be made when the other side is willing to reduce its own presence in the divided city. And that is not very likely.

(Industriekurier, 14 August 1969)

Outcome of Defregger affair should clear the air

Suffragan Bishop Matthias Defregger has just been described by the PRO of the episcopal see of Munich as fully rehabilitated. This was after the Frankfurt public prosecutor had suspended the second of the preliminary proceedings against the former Army captain.

The spokesman expressed the hope that now the public would realise that the bishop was in no way legally guilty.

Defregger himself looks at the affair in the same way. "I feel that I am innocent in the eyes of the law and also morally," he confessed to his interviewer in the television programme *Report*.

What he said next seemed to contradict his first statement. He added that his feeling of innocence in no way changed the fact that he had been carrying a great burden around with him ever since the catastrophe at Filetto. And no father confessor could rid him of this.

Now, the Frankfurt public prosecutor did not consider the shooting of seventeen hostages in a village in the Abruzzi in the summer of 1944 a mere misfortune or catastrophe, as Defregger called it. He did not suspend proceedings because of Defregger's legal innocence but because the charge against Defregger was complicity to murder. According to the Statute of Limitations the crime cannot be punished after fifteen years have lapsed.

The alacrity with which church organs—particularly Munich *Kirchenzeitung*—played down the past of the suffragan bishop aroused ill feeling in

many observers. They took offence because the Church does not normally fight shy of confronting individuals and society at large with extremely high moral demands. If these are not valid where a bishop is concerned, the observer is tempted to ask whether the Church is not employing double standards.

The Vatican judged the issue far more cautiously than Munich *Kirchenzeitung*. In its official newspaper *Osservatore Romano* it spoke of a abominable deed and stated that the Defregger affair could not be fully solved or explained by suspending proceedings or by sentencing him for the crime or, yet again, by acquitting him.

The Church itself did not need to treat the situation from the legal side. Several speakers in the many discussions about the Defregger affair have said that they did not want to judge Captain Defregger's actions from a moral point of view. But they did feel themselves forced to criticise the Church for elevating Defregger to bishop.

These people have of course ignored the fact that they are using arguments which the Church cannot recognise. An institution which believes itself to be of divine

foundation and proposes to bring forgiveness for human sin cannot exclude any individual from forgiveness or participation in spiritual life.

When their founder says that in heaven there is more joy about one sinner who has repented than 99 just men who do not need to repent, the heads of the Church must consider before appointing a man as bishop whether he has repented and whether today he is, to use the words of *Osservatore Romano*, spiritually and morally a new man. The Church cannot use a moral yardstick. There can be in principle no guilt that cannot and must not be forgiven.

According to tradition Paul in his younger days collected together the stones used to kill the martyr Stephen. He persecuted the original Church but that did not prevent it accepting him as an apostle after his conversion on the road to Damascus.

It is not the public which has to measure how sincere his repentance is and find out if his inner change is complete. Several statements on television and at the Bavarian Fair in Schleching pointed out that Defregger could not go beyond the borders of the Catholicism in which

THE ARTS

Art, architecture and design 'Around 1930'

STUTTGARTER
ZEITUNG

Whenever the word 'around' appears with a date as the title of an exhibition the thought always comes to mind that either the artistic production of the period is too varied to be classified under one blanket term or else the time span was too short for an individual style to emerge.

The Munich exhibition 'Around 1930' shows the works of a time span that covers only a few years but is characterized by a wealth of critical forms. Around 1930 is an intermezzo. The experiments of the twenties had matured and the beginnings of new trends were visible. It calls for attention especially as the period is usually treated as an appendix to what went before.

The diverging tendencies in art are epitomized by two buildings which reflect differing basic spatial ideas in spite of some related features. The two constructions are the German Pavilion at the Barcelona World Fair of 1929, designed by Mies van der Rohe, and Le Corbusier's Villa Savoye in Poissy, built in the same year. The formulation of a tempting basic idea is predominant in both designs. This can be seen from the clear structure and precision of arrangement. But the ideologies behind the designs are different.

Mies' pavilion is designed with communication with the outside world in mind. The sweep of the corridors always guides the eye of the visitor through the exterior walls of glass to what is going on outside.

An abstract urge to form catches the eye in the crystalline proportions. It expresses itself in strict rectangles.

With this construction Mies formu-

lated an architectural aesthetic which aims at a materialist Classicism with everything reduced to pure form. The special form of the seats in the pavilion plays on historical models. His Barcelona chair has the elegant lines of Deuxième Empire furniture.

Taken from a structural viewpoint Mies' work is art with no functional character. Le Corbusier's villa is the exact opposite. The technical function rises out of the architectural framework and technical elegance predominates the aesthetic appearance.

The villa stands on stilts and is reached via a ramp. The walls of the upper half of the villa turn inwards. The lower walls slope outwards. Le Corbusier discovered a form of expressive architecture while searching for functional beauty. The Villa Savoye floats through the countryside like an ocean liner.

The buildings of both the architects are divorced from nature. Mies van der Rohe sees the possibility of synthesis in the Anthracite dependence on environment. Le Corbusier on the other hand shows his independence from the surface with the sweeping elevation of his building.

Photography at that time was in a similar state. Walter Peterhans arranged everyday objects such as toilet articles so that they produced a pattern. These inobtrusive still lives are indeed artificial but reproduce an aspect of reality.

Herbert Bayer's photographs rely on the contrast between products of nature and products of civilisation. The use of real objects create a counter-world with a surrealistic aura. Both photographers employ professional perfection as a means to aestheticism in their works. Once again the decisive factor is seeing through the optical arrangement.

The emphasis on design is the main



Herbert Bayer: two cover pages of 'die neue linie' magazine, 1930/1931
(Photo: Kad.)

Bayer and Frieser win photo awards

feature of all the works of this period. This is true of the clear lines of Aalto's sanatorium at Paimo, built in 1929, and the shape of motor cars. The supremacy of design over function is particularly evident in items of daily use like cutlery, glassware and porcelain.

The preference for precise design in portraying the banal is particularly striking. Design modifies technical form into aesthetic form and the mundane element gives it a racy air. A good example of this is the bodywork of the Rolls-Royce Phantom.

Advertising always has a fine nose for what people want and the combination of progress and fashion is clearly seen. A.M. Cassandre's posters for railway companies and shipping lines or Bayer's covers for the magazine *die neue linie* (New line) have the right appeal.

When the directions of the varying artistic tendencies are compared with the form in which they were accepted, we can see the picture of an age which enthused over technical form though not without indulging in snobbery.

Heinrich Schneider
(STUTTGARTER ZEITUNG, 12 August 1969)

Herbert Bayer of Aspen, Colorado, and Professor Hellmut Frieser of the University of Munich will receive this year's Cultural Prize of the National Photographers' Association.

The ceremony will take place in Cologne on 9 November. Each award is worth 5,000 Marks.

Herbert Bayer, 69, was born in Austria and is a former student of the Bauhaus. He has now made a name for himself in America as a photographer, painter, designer and architect. He was chosen for the award because of his services as a pioneer of the creative use of photography in advertising.

Professor Frieser, 68, founded the Institute of Scientific Photography at the Technical University in Munich and has been its director for many years. The association is awarding Professor Frieser the prize for his internationally-acknowledged work in research into the basic photographic processes.

(STUTTGARTER ZEITUNG, 11 August 1969)

Veteran socialist critic Alfred Kantorowicz turns seventy



(Photo: IF)

Communist, a novelist and an intellectual. There is also a ring of satisfaction when he confirms that he was booted out of university life in the GDR and completely ignored in the Federal Republic even though he was one of the most know-

ledgeable professors of modern German literature.

He takes the hostility and ill-will shown towards him as a crown of thorns. He has not become wise and has therefore not become old. He faces his environment with resignation. I do not know if he is conscious of the essence of his life but he always acts as if he is. The moral of a story is not so important as the story itself.

Kantorowicz' books include *German Diaries*, *Diary of the Spanish Civil War*, *The Fate of Germany* and the collection of essays *In the Second Third of Our Century*. All were printed exactly as he had written them, in some cases decades ago. He has not touched anything up, has omitted nothing, has added nothing, has made no corrections.

"There are passages in these works," he confesses, "where I have to close my eyes. I am ashamed of the immaturity of the thought or the unrestrained expression."

Who today in the East or West would dare to include a memorial essay to Stalin in a collection of essays? The article is entitled 'Stalin the Humanist,' a title as authentic as it is shocking. Kantorowicz states that he published the article not as a confession or even a provocation. What

then moved him to give his enemies material with which they could attack him and save them the trouble of sorting through piles of yellowed paper, a favorite pastime of our times?

Defiance may have played a role. It may have been intended as protest against self-righteous hypocrites. Kantorowicz speaks of an idea fixe of his that earlier works should not be falsified in any way.

This is not a hard and fast rule. All great writers up to and including Brecht have polished up their early Storm and Stress works. But with Kantorowicz it is different. His life itself is a document. To put it more plainly and more correctly as we are speaking of a novelist, his literary work is a conscientious record of his life.

The dream was worth living. This is not meant in the banal sense that a brave man went through thick and thin in his search for the stars. He cannot say, and never says, that he could not avoid his political life. From the practical point of view his political involvement was a fact in spite of his emigration in 1933 when Hitler came to power, in spite of his participation in the Spanish Civil War on the Republican side, his homecoming to the ruins in 1947, his attempts to communicate between East and West and his resistance to Ulbricht's dictatorship.

"No," says Kantorowicz, "I foresee nothing." His career is justified only by what it produced, its contribution to literature. Dream was translated into reality. That is why it was worth living.

Jürgen Rühle
(DIE WELT, 12 August 1969)

ARTS & CRAFTS

Hubel carpets on show at Wiesbaden

Unless the indications are deceptive Oriental carpets have considerably risen in reputation as an example of arts and crafts this decade. Similar trends apply to their research and presentation.

In 1961 Professor Erdmann, the doyen of the study of carpets, organised the first large-scale exhibition to bring the carpet-weaving art of the Caucasus to the public's attention. As a result the nineteenth century, previously scorned, was recognised as a time when the art flourished.

One year later Dr Peter Wilhelm Meister continued the theme at the Frankfurt Museum of Arts and Crafts. There appeared in his catalogue for the first time a structural analysis of carpets. This form of study had previously been frowned on by carpet experts.

But even Erdmann was keen to pass on to his assistants the task of investigating the basic weave and counting the threads.

The catalogue of the internationally renowned Joseph V. McMullan collection from New York, which Dr Meister put on show in Frankfurt at the end of last year did not publish data. The reason is that American collectors whose eyes are on the aesthetic side have a similar, oft-voiced aversion to structural analysis.

Meantime, however, Reinhard G. Hubel has come to the fore. His name was not on the list of two dozen financial contributors to the first exhibitions. At that time he had not even written on the subject.

But in the mid-sixties his own collection toured the Federal Republic, and Ulstein published his "Teppich-Buch" (Carpet Book). The Hubel collection, which had been expanded to 400 items interested several British museums.

"It is hard to imagine that any other American collector could have presented the art of Eastern nomads in such depth," an expert from across the Atlantic stated four years ago.

Reinhard Hubel, a former pilot who has now come down to earth, regards the carpet collection as the centre of his life. For him it is a constant hunt and a constant process of cherishing what he

has hunted down. This task he crowns with scientific research which he has expanded into methodical structural analysis.

He does not just stare at the colourful surface pattern, but studies the warp, weft and pile, defines and catalogues it exactly and takes into consideration all manner of aspects. In this way he studies everything connected with the range of production of a carpet in a way which makes the subject comprehensible for the first time, and he will probably be able to make adjustments in the process of dating and placing carpets.

Wiesbaden's Anton Danker collection which was on show at the Nassau art society in 1966 could well profit from Hubel's methods. They would succeed in putting a date and place of production to many items.

The fact that Hubel is now lecturing in Munich and is even giving speeches in the traditional home of fine carpets, Persia, bears witness to growing interest in this method.

The present exhibition in Wiesbaden, again sponsored by the Nassau art society, and supported by the association of Oriental carpet importers contains about half his collection. Added to this there are two dozen new acquisitions not yet exhibited.

It is generally recognised by connoisseurs that Hubel's act of collecting together these carpets is being made at the eleventh hour - the Oriental nomads' carpets are a thing of the past.

In the Near East large numbers of carpets are being snapped up for their rarity value. In Turkmenistan the descendants of the old carpet-weavers have long since been members of a Soviet Socialist Republic and channelled off into complete-

Despite restoration work carried out without a break for decades Cologne Cathedral is suffering from the effects of climate and atmospheric conditions resulting from industrial waste products.

Damage to the famous work of architecture is progressing faster than the restorers can cope. In the foreseeable future the cathedral could be in a poor state of repair. This alarming piece of news comes from Cologne architect Dr Arnold Wolff.

Professor Willy Weyres, who has a doctorate in engineering, has been responsible for conducting repair work on the cathedral for several years. Dr Weyres, who is a lecturer at Aachen Technical University, expressed his concern at the damage to the twin-spired cathedral.

"It is," he said, "a serious problem we are fighting. The faster we press on with repairs, the faster atmospheric conditions and the weather take their toll."

"There are several reasons why we can not cope. Firstly the building from which we operate is too small. Secondly we have difficulty finding men who are qualified to carry out the necessary repairs. Thirdly we simply do not have enough money. At present we only receive one million Marks annually. We must have one and a half million to do the job properly. I can not see any hope that this sum will be raised."

Professor Weyres said that the worst erosion has been to the section of the cathedral built in Schleitdorf sandstone in the mid-nineteenth century.

But the part of the buttress to the choir which was rebuilt in shell limestone

Cologne Cathedral restorers fight a losing battle



(Photo: Bildarchiv
des Landesverbandes Rheinland)

only a few decades ago is also already beginning to wear away.

The passages on both sides of the northern traverse which are scarcely touched by the sun are particularly susceptible. At this point the supports to the main aisle, built in the Middle Ages, are to a great extent endangered. There is

objects for pets, tents and utensils, as well as bridal dresses and prayer carpets.

The Oriental artist invested all his talents in works such as these in order to produce the best and finest of objects d'art.

This human side of oriental carpets is understandably Hubel's second great motive for pursuing his hobby and his research.

He has demonstrated how the traditional pattern on the design of a carpet may be changed in individual cases if the personal emotions of the man weaving it are tinged with joy or fear. Reaction to emotions can be seen in the colours and shapes of a carpet's design.

Reinhard Hubel sees the study of carpets as being an important anthropological study, which he considers even more vital in a modern world in which people are growing closer together, and having to achieve peaceful coexistence.

Glutner Vogt
(Handelsblätt, 13 August 1969)

little than can be done to hold the decay in check.

Generally speaking the greatest damage to the exterior of the building still comes from the war years when splinters of shrapnel from air raids tore into the stone-work. These scars are particularly vulnerable to the ravages of the weather.

Cologne Cathedral is now, as ever, one of the most-visited churches and one of the most well-known artistic monuments in the world. Furthermore, for many tourists from all over the world it is quite simply the very essence of Cologne.

This is despite the fact that for many experts in the history of art it is less highly regarded because it only received its much-admired outer excellence during the nineteenth century when new sections were added.

Dr Arnold Wolff, who apart from being an architect is also a researcher into the history of cathedrals, and a pupil of master architect Willy Weyres, has written a "Chronology of the First Stage of Building Cologne Cathedral, 1248-1277".

In his book he attempts to remove this odium from the cathedral. He comes to the conclusion that "the condition of the cathedral in mediaeval times and its merit as a historical and artistic monument, especially in its interior, are far greater than is generally assumed!"

It is to be hoped that this publication will echo round the world and rouse the charitable nature of art-loving patrons sufficiently for timely repairs to be done to the mighty architectural monument, which is 721 years old.

Hermann Jung
(DER TAGESSPIEGEL, 12 August 1969)

EDUCATION

Relationship between teaching and research suffers at overcrowded universities

Universities in this country are bursting at their seams. Would-be students are queuing up at the doors of these ancient founts of knowledge or are trying to force their way in through the court-room.

Those people who want an education appropriate to their future academic profession are often frustrated. What the student has learnt is of no use. And he has not learnt what could be of use to him as doctor, lawyer or teacher.

One of the chief reasons for this sad state of affairs in the traditional relationship between teaching and research. Something seems to have gone wrong at this country's universities, at any rate since they opened their doors to a large number of students.

Scientific Research Minister Gerhard Stoltenberg recognises that something is wrong. The problem of numbers at a university can only be solved in combination with internal reforms, he stated. Attempts must be made to make allowances for the steadily increasing overcrowding in the most popular courses of study. This situation could be alleviated, he said, by the extension of technical universities and the introduction of a University of the Air.

The general secretary of the Scientific Advisory Council, Karl-Gotthart Hasemann, who is both a lawyer and head of a government department, has taken up the issue with even more decisiveness.

In one issue of a magazine entitled Scientific and Technical Survey he writes, "The question is how long teaching and research can and must be combined."

He rightly points out how convenient universities are as places to thrash out ideological disputes until the authorities work out clear demarcation and gradations in the intensity of the connection between teaching and research on various levels both within and outside the universities.

In this age of crowded universities and large attendances at popular courses of

DIE WELT

UNABHÄNGIGE TAGESZEITUNG FÜR DEUTSCHLAND

study the Humboldt ideal of a union between teaching and research has become little more than a pipe dream. It is as much a pipe dream as the profitable solitude of the scientist which is today profitable only in exceptional cases. In the modern university teaching and research have become increasingly divorced from each other because of their differing functions.

If they can be reunited, but on different terms, a new more dynamic field of tension can be built up around the two different functions. The unhappy marriage in which they live at present is stifling. Research prevents teaching and teaching research.

Sociologist Helmut Schelsky has calculated that a university teacher can devote only eight hours of his seventy-hour working week to research. The rest of his time is taken up by lectures, seminars, examinations and administrative work.

It is no wonder that half of those who were research material have gone into economics and industry and a quarter to institutes outside the universities. Only one fifth of the research at present undertaken in the Federal Republic is done at a university. The amount is too small to be effective but large enough to interfere with university teaching.

In what state is university teaching today? On the one hand highly qualified researchers prepare students for further study which can scarcely be distinguished from the work of a schoolteacher.

On the other hand a syllabus is set which has little to do with what the student will need in later life and is often nothing to do with what is being examined.

The universities have still not realised that an ever quickening "metabolism" — especially in the scientific subjects — has

reduced the importance of mere book learning and increased the value of learning methods. Dynamic thinking must replace a static frame of mind. Pure knowledge is valid only for a short time.

If research is to be kept at the university new solutions must be found for the problem of its twin function. The situation must be eased, either by a system of priorities as practised at Konstanz or Bielefeld, or by the professor relinquishing his right to research or teaching for a short period of time. This is similar to what happens in England.

Some reformers suggest that university research ought to concentrate on educational matters. The researchers would then investigate what possibilities were opened up by modern audio-visual or computerised learning-methods, teaching-methods and examinations as well as the television suggested by Dr Stoltenberg.

It is sad and shameful to hear that industry has had to lead the way. The Volkswagen Foundation has set up at universities the facilities and means for such basic research.

There have been many Cassandras crying "The universities will be divided and their purpose will be forgotten! They will be split up into a system of laboratories and trade schools!" But this development is necessary. It cannot be halted and should be accelerated. Precautions must be taken to ensure that students do not wear blinkers which prevent them from seeing beyond their course of study.

(DIE WELT, 12 August 1969)

German grows more popular

Learning German is becoming increasingly popular abroad. After having to give way in the face of English and French in the last few years it is now showing definite signs of revival in Africa, Australia, Turkey, Malaysia, and

The association responsible for teachers from the Federal Republic who were working abroad claimed that the present-run schools in Africa had made great contribution to the success in giving German made a compulsory language in schools in an increasing number of countries.

The Association for Teachers Abroad comprises 1,800 schoolteachers. At present 70,000 pupils are being taught at the 166 schools and 100 children being tended at day nurseries. The teachers are taught the special demands and responsibilities of working abroad in only a ten-day course.

Work on a new method of teaching languages has almost been finished. The German Language Institute in Mannheim has developed a Basic German syllabus for teachers who are going to work abroad. The vocabulary of a whole year from Thomas Mann to the popular press has been collected and processed by computer to give the results desired.

The only difficulty at present is to get all the posts which are off the world's main highways and by-ways.

The Federal Republic's schools abroad are attended overwhelmingly (80 per cent) by local children. The main task of the schools is to help understanding between nations by spreading language. At 21 of the 166 schools abroad the Federal Republic's school-leaving examinations may be taken.

(Frankfurter Neue Presse, 29 July 1969)

MEDICINE

Doctors discuss childless marriages and sexual offences at Westerland

For two weeks in Westerland on the holiday island of Sylt in the North Sea discussions were held on the latest developments in therapeutics and also on the subject of childless marriages.

Two facts arose from the conference. Professor Vasterling of Hanover said that more and more women were taking the pill to stop unwanted pregnancies. But he stressed that even more women consulted gynaecologists because their marriages produced no children.

About fifteen per cent of all marriages in the Federal Republic are childless. Three to five per cent do not want children but ten to twelve per cent of these couples do.

This is where the doctor can advise and treat. Half a gynaecologist's patients come because they are unable to have children.

What treatment should be given to childless couples who want children? Many women believe that one visit to the doctor is sufficient. This is incorrect. All cases of infertility demand a very thorough examination. The prerequisites of a successful treatment are patience and responsibility on the part of the woman.

Many women are shocked to hear that the reason for their childlessness lies with their husband, yet Dr Hilfrich of Göttingen said that the cause of childlessness could be traced to the man in about thirty per cent of all cases.

Usually it is possible to induce a pregnancy in the first six months. This is not achieved through advice at one single session. The decisive factor is to provoke the woman into discussing the situation. She should be given written instructions of what to do in her situation to conceive a child. Vasterling suggested that every patient should be given a questionnaire about the help given by the doctor so that she would know what would happen.

The doctor has many avenues to explore when marriages are childless. Anagnosis is important before every course of treatment. The doctor must learn all about the patient, what infectious diseases she has had, what miscarriages and allied subjects.

Trouble in the hormone metabolism is rarely a cause of infertility. But it can be caused by the overfunctioning of the thyroid gland, by genital tuberculosis or cirrhosis of the liver. Often a reduction in weight caused by cutting down on calories is sufficient to restore the normal cycle of the body and put an end to infertility.

To determine the most favourable time for conception the patient must take her body temperature every morning just after waking. When the temperature curve reaches its highest point the most favourable time for conception was five days beforehand.

The most common causes of infertility are troubles in the function of the Fallopian tube and ovary. In a third of these cases hormone treatment is the answer. Gestagen and oestrogen are used.

There are many physical conditions which prevent a pregnancy. Tests on prisoners has shown that fear can lead to sterility effects on the ovaries or testicles. Sterility from physical causes is far greater than is commonly supposed or recorded by statistics.

Another subject on the agenda of the conference at Westerland was crimes of aggression. In the last seven years cases of indecent assault in the Federal Republic have sunk by twenty per cent. Miniskirts seem not to have caused any increase in the figure. This was announced by Professor Hallermann, the well-known med-

STUTTGARTER ZEITUNG

ical expert of many court cases. Since pornography has been permitted in Denmark cases of indecent assault have gone down by as much as forty per cent, he said.

The number of children who tell their parents, usually their mother, when sexual crimes are committed against them have increased. But Berlin psychiatrist Professor Nau, a woman, pointed out that a disturbing trend could be observed. The number of children involved in sexual attacks or other crimes is on the increase. But these are only observations from a big city, she said, observations that should not be generalised.

Is aggression an end in itself? This was the question asked by Dr E. Steigleder, a lecturer from Kiel. In this case people must think of it as a primitive impulse. He went on to say "Aggression cannot be its own cause. Therefore it is by no means a primitive urge." The reason could not be ascribed to the necessary instinct for self-preservation. Aggression is a pattern of behaviour in speech or deed which has various motives.

When aggression leads to homicide or manslaughter Dr Steigleder is called in. He told the conference of 150 cases where the crime was committed by people who were not mentally sick. Aggression was always considered as a common sign of an inner conflict. Most of us suffer from conflict from time to time so why do we not all commit these dreadful crimes? That is the question. What is symptomatic of the character of a murderer?

European agency develops ten-year isotope battery for heart pacemaker

Thousands of heart patients will be grateful for the unusual initiative of an almost unknown European agency. From the beginning of next year they will be able to have a battery that will save them half a dozen operations.

At present heart patients must undergo an operation every eighteen months to two years to have a new pacemaker. The energy necessary to make it function lasts no longer. Now for the first time a team of European scientists have developed an isotope battery which will function for at least ten years.

The Berlin physicist Dr Max Schaldach has been successful in treating many of his patients with a bio galvanic element. Now there is a second long-term solution to the problem of pacemakers.

The battery is about the size of a cigarette lighter and can be used as a watch motor as well as a heart pacemaker. It has just been shown to representatives of the European Nuclear Energy Agency in Paris. The agency is a branch of the Organisation for European Cooperation and Development.

The first tentative plans were made in 1964. An ENEA investigation came to the conclusion that there should be more European effort in the field of exploiting atomic energy for the direct production of electricity.

In June 1967 experts from all the member countries, the Federal Republic, Denmark, France, Austria, Sweden, Swit-

Three types can be differentiated. The first category consists of murderers by impulse, the second of emotional murderers and the third of people who have soberly considered the crime they are about to commit.

The first type includes people who murder because of their sexual urges. They are characterised by their extraordinary lack of ease and confidence when with their fellow-men. They hope that committing the offence will restore their disturbed inner balance.

Emotionally disturbed offenders normally suffer from insecurity and an inferiority complex. Chance plays a very important part. The person who releases the emotion is usually the victim. In these cases an applied psychotherapeutic treatment could prevent a lot of harm. But many doctors treat the symptoms and not the causes.

Biochemical tests have shown that stress causes a rise in the serotonin level in the brain. Biochemical processes can rob the sufferer of his rational faculties.

When the murderer is in full control of his faculties the main reason for his crime is usually lack of emotion or else material profit. A prime example for this type of person is the taxi-driver murderer. Mitigating circumstances are not present as with the other two types of murderers.

Dr R. Wille of Kiel spoke of the role of aggression in sexual crimes. Dr Wille spoke particularly of rape, incest and offences against children.

Between fifteen and twenty per cent of sexual crimes on children are accompanied by violence. Children who are sexually curious, especially those who have never been told the facts of life, often fall victim to these crimes.

The problem can be approached from this angle. Girls of only ten years old

often want sexual experiences. In the course of weeks or months these experiences can lead to mental disturbances. But latest investigations have shown that there is no lasting harmful effect. It is just like meeting an exhibitionist.

Rape is a crime committed by people aged between twenty and forty. Many men who commit rape have no clear sexual ideas. This has been concluded from the analysis of several cases. The use of force is not always undesired by the victim. Many women even consent.

But the relationship between violence and sexuality is a field in which little work has so far been done. Wille demands that women and children should be better protected by the legal code against aggressive, sexually disturbed people.

One subject discussed at Westerland is always topical. That is the use of chemotherapy against cancer. For years thousands of scientists all over the world have been researching not only into the cause of cancer but also into possibilities of chemotherapy which can replace the traditional weapons of steel and fire, that is, operating or x-ray therapy.

Cures are few and far between. In spite of all the effort going into it, no miracle cure can be expected in the near future. The success of the cure still depends on the stage of the disease when it was diagnosed. In principle every cancer is curable as long as it is caught in the first stage.

But there is little pain at first. As soon as tumours or other organic complaints occur the success of a cure is uncertain. Surgery is excluded right away with leukaemia.

If neither operations nor radiation are of help in curing the disease or alleviating the condition of the patient in some way, cytostatic treatment is used, especially in the later stages.

Professor Witte of Karlsruhe said that most forms of cancer had their own special treatment. Cytostatic treatment often has serious side effects. Dr Gebhardt of Langensteinbach enlarged upon this: "The treatment must not be worse than the disease."

(STUTTGARTER ZEITUNG, 5 August 1969)

Closed-circuit television courses at Cologne University

The despairing hopes of many students in the Federal Republic was to have a television to aid them in their studies.

The University of Cologne has put their wishes into practice. The Rector, Professor Heinz Hübner, found support for his scheme with Westdeutsche Rundfunk and the Association for Research into Film and Television. This winter term will see the first trial programmes of a close circuit television system used for teaching purposes at a university in the Federal Republic.

Cologne has a large university population. For most of the 20,000 students the new method will be no more than something in the future to look forward to.

At first it will be the driest subjects that will be programmed and transmitted to the television. Economics, sociology and statistics have been chosen for the initial experiment.

The venerable lecturer's rostrum will have in future only the function of a museum exhibit. Professors and lecturers will be able to escape the tedium of lectures and occupy themselves more with scientific research.

No longer will crowded lecture halls be a problem. Lectures can be heard simultaneously in several rooms.

This step is the beginning of closed-circuit television in universities. When other

universities follow suit a solution will probably be worked out which enables students to follow their course of study on televisions in their flats or digs. Then, or so it is said at Cologne University, other faculties will be able to use the facilities.

But the initial joy felt at hearing of this project is tinged with a mood of bitter criticism. People are heard asking why this step could not have been taken before at the universities.

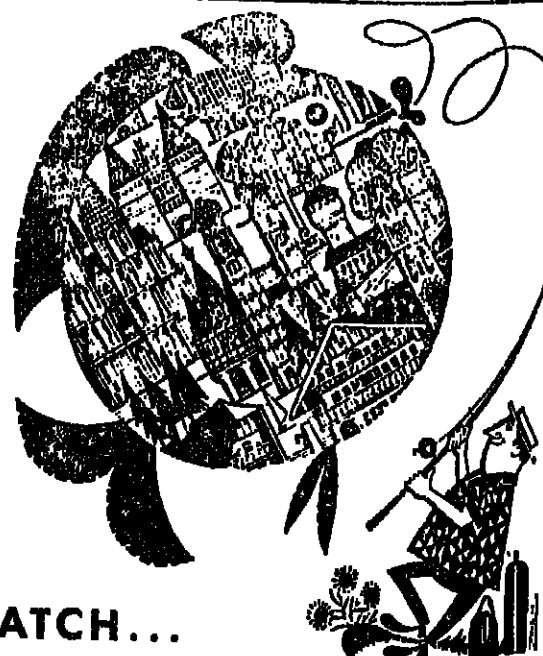
One Cologne newspaper was so enraged that it attributed the reason for the late adoption of technical methods in part to the lack of public interest in educational matters and social ills.

Whatever the reasons may be, one thing stands clear. Through their decision the Rector and Senate of Cologne University have been able to improve their position, which has recently been tarnished.

Whether offering students TV can appease the elements which are becoming more and more unruly in Cologne as elsewhere, can be answered only after the summer.

And there are fears that the summer in Cologne is going to be hotter than the ones that went before.

(CHRIST UND WELT, 25 July 1969)



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GT

THE FRANC

Aftermath of French devaluation shows up EEC agricultural imbalance

Uniform price levels for agricultural products in European Economic Community (EEC) countries now apply to only five of the six members.

French farmers are now receiving less than their colleagues in Belgium, Holland, Italy, Luxembourg and the Federal Republic. With the 12.5-per-cent devaluation of the franc their prices would have had to leap up by the same percentage to remain on an equal level.

If this had happened the ever increasing over-production problem would have been aggravated, and the domestic purchasing power of the franc would have taken a knock as the price of food in French shops suddenly shot up.

Paris has been given a two-year deadline to bring its devalued agricultural price level up to that of its EEC partners.

This two year respite granted by the EEC will be paid for by chicanery at the border, which ought not really to occur in a common market. Export taxes are imposed on France's over-cheap agricultural produce on its way into other EEC countries. On the other hand produce entering France from other EEC countries is subject to artificial reductions in price so as to remain viable on the French market.

This system corresponds in form to the barriers which the Common Market countries throw up to protect themselves from the low prices on the world market. In practice it works quite differently. Only by subsidising the goods imported to France, and, what is more important, by raising the price of exported goods can equality of opportunity where prices are concerned be maintained for all EEC farmers.

So it would be quite wrong to speak of new trade barriers. It is simply a question of assuring that the standard price as a basis for trade imports and exports is maintained, despite the French devaluation.

The temporarily exceptional position of France within the EEC agricultural market cannot nevertheless be passed off as just a surface flaw. The EEC is suffering a setback which could even have an adverse effect on political cooperation within Europe. But devaluation of the franc should not be made the scapegoat for this.

The EEC agricultural market was already in disarray, though this was not then so obvious. Since the exchange rates

Bonn will support franc and sterling

France can depend on help from this country in overcoming problems it faces after devaluation. Government spokesmen in Bonn have stated that the Federal Republic is prepared to offer credit if this should become necessary. France's solvency is undisputed, according to reliable sources in Bonn.

The pound sterling will also be supported strongly by the Federal Republic if the French devaluation should put it under strong pressures. Chancellor Kurt Georg Kiesinger brought reassurance on his return from America that Washington is also prepared to stand by the pound if it gets into difficulties.

People in close contact with the Chancellor report that Bonn can not shirk this responsibility. But they are giving less thought now to the idea of revaluing the Mark.

(DER TAGESMIEGEL, 12 August 1969)

Kölner Stadt-Anzeiger

of francs and Marks did not tally and the franc could be bought cheaply on the futures market, which is not tied to official exchange rates. French grain could be bought in huge quantities and imported to the Federal Republic below the prescribed price.

If it had been up to this country, a duty would have been levied at the frontier long before franc devaluation to level out the price. This measure would have been just as open to condemnation as the one in practice at present. Devaluation has simply made the smouldering crisis burst into flames all the sooner.

Thus it has become clear that the over-organised agricultural market structure with its uniform standardised prices can no stand up against an alteration of exchange rates in one of the member countries.

In this case a degree of bureaucratic unity has been reached that cries out for common monetary and economic policy. EEC member countries must try in future to pursue a uniform economic policy in order to cut artificial manipulation of prices by fiscal measures to the lowest possible level, although complete price stability is just a pipe-dream.

As long as the internal value of a currency keeps in step, its external value, that is to say the rate of exchange, will not need to be changed. This has now become more generally recognised, which means that retrograde trends in the EEC agricultural market could give rise to positively beneficial reactions.

The snag is that it is still very difficult to regulate economic developments in one EEC country with an eye to trends

Devaluation of the franc has not given rise to panic among this country's exporters but its long-term effects on foreign trade are being carefully weighed up and causing some concern.

At the moment firms in the Federal Republic involved in business with France have large backlogs of orders, most of which will be dealt with in Marks though some are based on francs.

In many cases outstanding orders involving exports to France are covered by a safety clause covering the eventuality of an alternation in rates of exchange.

So far this country's exporters should not suffer any substantial loss for orders which have already been placed.

However, the situation is not so bright for those Federal Republic exporters who have fallen behind with their export order to France because of the overheated economic conditions at home.

They must take into account that their French customers will not be prepared to completely cover losses incurred on articles for which the delivery date has had to be postponed. The chief industry to suffer from this is mechanical engineering, which in the normal course of events keeps its French customers waiting several months for deliveries.

Nevertheless this country's economists are not prophesying large overall losses in export payments as a direct result of French devaluation.

This country's Institute of mechanical engineers (VDMA) is of the opinion that franc devaluation will give French compe-

in the other five, so that revaluation and devaluation can be avoided with a clear conscience.

If the agricultural markets within the EEC were open to free competition, as is the industrial market, then the fixing of standardised prices could be avoided and any member of the Six that felt the pinch could indulge in devaluation without any side-effects.

Nobody has suggested that because the franc has been devalued taxes should be imposed within the Common Market on industrial products. In the industrial sphere free competition acts as the regulator which smooths over any disparity in prices, caused by the franc devaluation. However, it is undeniable that a common economic policy is easier to put into practice than the unrealistic idea of throwing farmers into the battlefield of a free market with no guaranteed prices.

Nevertheless politicians will presumably not forgo revising the structure of the agrarian market, even if the system is supported in future by a coordinated monetary policy.

Huge surpluses which have built up under the present market structure will certainly cause some serious thinking. Even a Finance Minister like Franz Josef Strauss, who takes a keen interest in the farmers' welfare, is bound to view subsidised buying, storing and disposal of huge stocks of agricultural produce as a luxury which his country can no longer afford.

From the taxpayers' and consumers' point of view the worst part of the special permission granted by the European Commission in Brussels for France to be exempted from the normal regulation is that a time limit of only two years has been imposed. In this time French farmers will push their prices up to the higher level, they do not yet need to charge.

In practice this means that they will

Exporters have mixed feelings

titors a boost for new industrial developments.

Businesses which are already in full swing will not be hit so heavily, however, on account of the usual length of time between the placing of an order and its delivery.

Although prices should not be affected to the full extent of the devaluation, 12.5 per cent, it is expected that the price of this country's goods will go up by at least nine per cent in French shops.

Federal Republic exporters have shown reluctance to continue trading with countries within the franc zone that also devalued. In this respect the long-term investment goods export trade has been particularly badly hit.

France is the most important customer for this country's mechanical engineering industry. It bought 2,300 million Marks worth of machinery and equipment from the Federal Republic in 1968, which represented forty per cent of France's total mechanical engineering imports for that year.

On the other hand, France was the second greatest supplier of machinery and equipment to this country in the same year, with trade worth about 880 million Marks being carried on. How far France will lower her prices for machine exports

seize every opportunity to extend their acreage and increase their herds of cows. This is the simplest way to ensure greater earning power, but it will only add to the present surpluses.

Economically speaking a more purposeful move would have been to lower prices of agricultural produce in other EEC countries to the post-devaluation level in France.

But sound economic sense is rarely brought to bear in the realm of agricultural policy.

Gerhard Meyenberg

(Kölner Stadt-Anzeiger, 13 August 1969)

Bankers advocate currency union

Bankers have urged the government to step up demands for a European currency union. Since the devaluation of the franc removed the main stumbling-block of currency policies in Europe, all opportunities for further cooperation must be seized.

Firstly the limits imposed on transfer of currency and capital should be lifted. Secondly the Federal government should work out new initiatives for settling basic, uniform economic policies with France and the other Common Market countries.

The bankers association states that the time has never been so ripe for a Europe-wide policy of economic stability as now, after franc devaluation.

This country's economic policies have also had to be rescheduled because of the measures taken by her most important trade partner, France.

Presumably excessive demand from abroad, which has been a contributory factor in the overheating symptoms of this country's economy, will ease off, especially as there are signs of encroaching weaknesses from other countries holding an important position in World trade.

According to bankers it is becoming increasingly likely that the upward trend in the Federal Republic economy, which has lasted two years, can be prolonged without the much-feared inflationary tendencies or increased currency restrictions.

(DER TAGESMIEGEL, 13 August 1969)

as a result of devaluation is unpredictable, VDMA comments.

But increased competition from the French in this sphere is to be expected. It is almost certain that French machinery will be offered at lower prices to buyers in the Federal Republic, the Institute reckons.

Rumours emanating from Paris state that the French motor industry, which is at present at a standstill because of summer vacations, will not be able to market cars in this country at much lower prices than before devaluation. The final decision on this matter will be made in two or three weeks' time.

But French motor manufacturers have pointed out that they will have to cope with increased salaries and material costs after the summer break, which will eat up the advantages of devaluation.

This country's car industry, however, is afraid that devaluation will cause a drop in car exports to France. An added factor is the French government's restriction on private spending.

The chemical industry association states that the industry will be severely hit by the new franc exchange rate. France is this country's chief customer for chemical products and the third most important supplier of chemical products to this country.

The textile industry association expects keener competition from France as a result of devaluation, and claims that it will be more difficult to export to France.

(NÖchner Merkur, 13 August 1969)

ADVERTISING

Admen get the message across for a growing range of goods and services

In the West we live in a society which is constantly being wooed by advertisers. Few people will be able to deny this, since everyone can see how mass media in the most far-flung places nowadays carry the word of advertisers.

Of course there are varying degrees to which various people can be reached by advertising, but generally speaking society as a whole is the object of commercial courtship.

Confirmation of this fact is important for an understanding of the attitudes of the public towards advertising. It is also an important factor in helping advertisers understand themselves.

Public opinion on the subject of advertising is generally rather rigid, since people are constantly on the lookout for ways of seeing through the advertisers' methods. What the wooed want to know is how the secret wooer goes about his seduction.

On the other hand advertisers are often at a loss to understand their own methods. One moment they are swollen with pride at their own cunning, the next they are on the defensive against the popular belief that their slogans and jingles are a means of leading the public down the garden path.

It seems useful practice to look at this idea from the other point in view: Western society is becoming more and more a society of advertisers. It is all too easy when thinking of advertising to be led straight into the realms of consumer goods.

Certainly large firms are the people who spend the most money on publicising their wares, but, by sheer force of numbers, the man in the street turns out to be the greatest advertiser of them all. And the numbers of personal advertisements are growing.

The 1966-67 slump made industrialists realise the necessity of advertising. On the capital market the picture is completely different from three or four years ago. Numerous organisations have recognised the need for publicising their activities, even though they still regard commercial advertising with scepticism. In this sphere the churches and trade unions are the first organisations that spring to mind.

For the advertising industry it would be an interesting exercise and a useful step towards self-orientation and self-awareness if a study were carried out on the increase in advertising by organisations not directly concerned with turnover and profits.

In this sphere unusual and far-reaching developments are in full-swing. The classic example is election battles. The extent and degree of professionalism exercised is something totally new. President Richard Nixon alone spent fifteen million Marks or so on his television campaign.

Political advertising includes special government or Ministerial requirements. This entails not only attempts to win votes of confidence by means of advertising, but extends to other specific individual purposes such as road safety, accident prevention and the like. It also covers domestic and personal advertisement and attempts to find successors: bishops make charity appeals, nuns seek missionary recruits. Season tickets for operas are bought and sold, new blood is sought for artistic coteries, world travellers seek adventurous travel partners and lonely spinsters advertise for the man of their dreams.

If it is a question of finding a new domestic or au-pair girl, husbands generally wax quite lyrical and pour forth a



vocabulary which would make them hot under the collar if a commercial enterprise used it. Yet they expect complete truthfulness from commercial advertisers!

But most people in modern Western society can see themselves for what they are: advertisers. Anyone who has once found himself in this role immediately realises the potential, the limits and the current situation in general in the advertising world.

What must not be forgotten is the ever-increasing number of facets of advertising and the manifold duties the advertisement must perform.

Advertising is continually presenting new faces to the world and not only in the various types of people who are using advertising media. The mass society which we hear so much about is really a society which is breaking up into many segments.

In the past the only major difference between one piece of gentleman's clothing and another was in size and cut. Nowadays there are many different styles to choose from. Particularly in casual wear they make a colourful picture and are a reflection of the wearer's individual taste. Advertising follows hard on the heels of developments such as this. Furthermore the trend is towards planned obsolescence.

Regional and localised tastes mean that advertising is not always concerned with the World at large, but must pay attention to the regional product, which

is, as often as not, an answer to the standardisation of products on national distribution and as such has a greater chance of survival.

This broader picture of advertising which is seen so clearly in its modern context leads once more to the question: what exactly is at the heart of advertising? It is far too limited to regard it as the draught-horse pulling the commercial bandwagon when it is used for such diverse purposes as to bring men back to the Church, to aid voluntary recruiting to the Navy, or to create opposition to the Transport Minister's plan to prohibit lorries and force manufacturers to send heavy freight by rail.

The elevated position which creativity has attained in recent years is an indication that advertising has begun to remember its true role. The search for solutions to creative problems which often become a gimmick or an end in themselves can be looked upon as a step towards a better understanding of advertising as a means of communication.

This is also true even if many of the solutions to creative problems, however constructive they may be, are not particularly adept at communicating facts. It is undeniable that the goal which advertisers have set themselves consists exclusively of getting the message across.

The slogan on which the modern advertising industry is built is communication. This signifies the advent of a measure of decisiveness by advertisers to rid themselves of their reputation as odious universal sorcerers who look upon everything they come across with an eye to its selling power.

Having found his role in life as an export in communications, the advertising man is able to fix firmly in his sights the

scientific basis he is seeking. It involves researching into media and social psychology as a form of communications research.

Despite the manifold differences, especially in problems of detail, affecting advertisers in different parts of the world, trends are uniform for all countries.

This gives a sense of direction for finding the solution to a knotty and as yet unresolved problem, how to gauge the success of an advertising campaign. No solution can be found while sales figures are used as a direct means of taking bearings.

If, however, advertising is taken to be primarily a means of communications its successes and failures can be gauged on its ability to get the message across.

This is an important new method of approach as the industry becomes larger, more complicated and more diverse in its aims, techniques and customers, and hence less and less able to understand its own raison d'être.

Expressed in the language of business economy that is to say: it must look upon itself as a special branch of market research and analyse itself as such.

(DIE WELT, 11 August 1969)

German beer best seller in America

America imports more beer from the Federal Republic than any other country. An investigation carried out by the Agricultural Exports Study Group in Bad Godesberg showed that this country led the Netherlands, Canada, Norway and Denmark as a beer exporter to the USA, with 37.5 per cent of the market in 1968.

Between 1958 and 1968 beer imports from this country into America went from 3,252 to 9,025 million US gallons.

The value of the trade in beer in 1968 was 41,762,000 Marks, an increase of 280 per cent on 1958.

(Handelsblatt, 6 August 1969)

1966 Oil Stockpiles Act is hamstrung by legal bombardment from firms affected

Oil for domestic heating is being stocked at present without any difficulties and quite cheaply thanks to favourable developments in prices and adequate sources of supply. This news has been welcomed at the Federal Ministry of Economic Affairs.

If the future of this service is being studied with intensity, it is not because acute hold-ups are expected. The cause for concern lies far more in legal matters. An act passed in June 1965, which became law on 1 January 1966, and aimed at providing greater reliability in supplies of oil may be increasingly hampered in its effect by pending law-suits.

The act is intended to give protection to people in this country relying on oil power in the event of a stoppage in supplies at short notice, since dependence on oil imports is increasing.

The extent of the legal provisions, after they have been enforced a few years, is a production rate from workers on imported crude oil, amounting to 65 days supply, based on the previous year's production, and 45 days supply in the case of importers, as from 1 January 1970.

One of the main reasons for the introduction of this law is that the total need for oil-power energy in the Federal Republic will go up from the present 51 per cent to 55 per cent in 1973. Added to this, over 80 per cent of this country's crude oil requirements come from coun-

tries affected by the Near East crisis, which has already caused supplies to be cut once.

Accusations are being made in Bonn that the relationship between this country and the most important oil producers in the Near East is such that the Federal Republic is not put immediately on the list of countries to be supplied with oil.

After initial difficulties OECD crisis management came out of the last crisis with flying colours. Even so a persistent legal blockade of the laws protecting oil provision will be looked upon with growing displeasure in Bonn.

The blockade was set up after several firms had complained that the provisions in the law which allowed for no remuneration on stocks were a breach of basic rights.

The Federal Constitutional Court had already found due cause for rejecting the main plaintiffs' case in November 1966. The reason was that economic disadvantages arising solely from the implementation of a law were no reason for suspending that law. Furthermore there was no question of an obvious infringement of Basic Law.

Meantime numerous talks have been held with associations and firms at which

it has been pointed out that companies have differing requirements for provision of oil.

The result is that firms which have worldwide distribution rights give top priority to terms of provision than do endangered importers.

Statistics show that in 1968 actual stocks, including those for industrial use, ranged from 61 to 73 days supply, taking into account seasonal fluctuations and the like. Other countries such as France and Italy had up to fifteen days' more supply.

The possibility can not be excluded that if there is another crisis, many customers whose suppliers are not well stocked will be hard hit. This category includes hospitals and independent filling stations.

In order to ensure supplies despite the legal obstacles the authorities are keen to step up their present controls using greater manpower. They also intend to prevent stockists keeping supplies for only the legally prescribed number of days.

Legal ways have been sought for confronting the appropriate court with the seriousness of the problem. Provided international law safeguards are ensured stocks held in countries outside the Common Market should be increasingly taken into consideration.

Bilateral agreements with France and Italy have been concluded. Negotiations with the Netherlands are to be continued.

(Handelsblatt, 8 August 1969)

THE FRANC

Aftermath of French devaluation shows up EEC agricultural imbalance

Uniform price levels for agricultural products in European Economic Community (EEC) countries now apply to only five of the six members.

French farmers are now receiving less than their colleagues in Belgium, Holland, Italy, Luxembourg and the Federal Republic. With the 12.5-per-cent devaluation of the franc their prices would have had to leap up by the same percentage to remain on an equal level.

If this had happened the ever increasing over-production problem would have been aggravated, and the domestic purchasing power of the franc would have taken a knock as the price of food in French shops suddenly shot up.

Paris has been given a two-year deadline to bring its devalued agricultural price level up to that of its EEC partners.

This two year respite granted by the EEC will be paid for by chicanery at the border, which ought not really to occur in a common market. Export taxes are imposed on France's over-cheap agricultural produce on its way into other EEC countries. On the other hand produce entering France from other EEC countries is subject to artificial reductions in price so as to remain viable on the French market.

This system corresponds in form to the barriers which the Common Market countries throw up to protect themselves from the low prices on the world market. In practice it works quite differently. Only by subsidising the goods imported to France, and, what is more important, by raising the price of exported goods can equality of opportunity where prices are concerned be maintained for all EEC farmers.

So it would be quite wrong to speak of new trade barriers. It is simply a question of assuring that the standard price as a basis for trade imports and exports is maintained, despite the French devaluation.

The temporarily exceptional position of France within the EEC agricultural market cannot nevertheless be passed off as just a surface flaw. The EEC is suffering a setback which could even have an adverse effect on political cooperation within Europe. But devaluation of the franc should not be made the scapegoat for this.

The EEC agricultural market was already in disarray, though this was not then so obvious. Since the exchange rates

Bonn will support franc and sterling

France can depend on help from this country in overcoming problems it faces after devaluation. Government spokesmen in Bonn have stated that the Federal Republic is prepared to offer credit if this should become necessary. France's solvency is undisputed, according to reliable sources in Bonn.

The pound sterling will also be supported strongly by the Federal Republic if the French devaluation should put it under strong pressures. Chancellor Kurt Georg Kiesinger brought reassurance on his return from America that Washington is also prepared to stand by the pound if its gets into difficulties.

People in close contact with the Chancellor report that Bonn can not shirk this responsibility. But they are giving less thought now to the idea of revaluing the Mark.

(DER TAGESSPIEGEL, 12 August 1969)

Kölner Stadt-Anzeiger

of francs and Marks did not tally and the franc could be bought cheaply on the futures market, which is not tied to official exchange rates. French grain could be bought in huge quantities and imported to the Federal Republic below the prescribed price.

If it had been up to this country, a duty would have been levied at the frontier long before franc devaluation to level out the price. This measure would have been just as open to condemnation as the one in practice at present. Devaluation has simply made the smouldering crisis burst into flames all the sooner.

Thus it has become clear that the over-organised agricultural market structure with its uniform standardised prices can not stand up against an alteration of exchange rates in one of the member countries.

In this case a degree of bureaucratic unity has been reached that cries out for common monetary and economic policy. EEC member countries must try in future to pursue a uniform economic policy in order to cut artificial manipulation of prices by fiscal measures to the lowest possible level, although complete price stability is just a pipe-dream.

As long as the internal value of a currency keeps in step, its external value, that is to say the rate of exchange, will not need to be changed. This has now become more generally recognised, which means that retrograde trends in the EEC agricultural market could give rise to positively beneficial reactions.

The snag is that it is still very difficult to regulate economic developments in one EEC country with an eye to trends

Devaluation of the franc has not given rise to panic among this country's exporters but its long-term effects on foreign trade are being carefully weighed up and causing some concern.

At the moment firms in the Federal Republic involved in business with France have large backlogs of orders, most of which will be dealt with in Marks though some are based on francs.

In many cases outstanding orders involving exports to France are covered by a safety clause covering the eventuality of an alternation in rates of exchange.

So far this country's exporters should not suffer any substantial loss for orders which have already been placed.

However, the situation is not so bright for those Federal Republic exporters who have fallen behind with their export order to France because of the overheated economic conditions at home.

They must take into account that their French customers will not be prepared to completely cover losses incurred on articles for which the delivery date has had to be postponed. The chief industry to suffer from this is mechanical engineering, which in the normal course of events keeps its French customers waiting several months for deliveries.

Nevertheless this country's economists are not prophesying large overall losses in export payments as a direct result of French devaluation.

This country's institute of mechanical engineers (VDMA) is of the opinion that franc devaluation will give French compe-

in the other five, so that revaluation and devaluation can be avoided with a clear conscience.

If the agricultural markets within the EEC were open to free competition, as is the industrial market, then the fixing of standardised prices could be avoided and any member of the Six that felt the pinch could indulge in devaluation without any side-effects.

Nobody has suggested that because the franc has been devalued taxes should be imposed within the Common Market on industrial products. In the industrial sphere free competition acts as the regulator which smoothes over any disparity in prices, caused by the franc devaluation. However, it is undeniable that a common economic policy is easier to put into practice than the unrealistic idea of throwing farmers into the battlefield of a free market with no guaranteed prices.

Nevertheless politicians will presumably not forgo revising the structure of the agrarian market, even if the system is supported in future by a coordinated monetary policy.

Huge surpluses which have built up under the present market structure will certainly cause some serious thinking. Even a Finance Minister like Franz Josef Strauss, who takes a keen interest in the farmers' welfare, is bound to view subsidised buying, storing and disposal of huge stocks of agricultural produce as a luxury which his country can no longer afford.

From the taxpayers' and consumers' point of view the worst part of the special permission granted by the European Commission in Brussels for France to be exempted from the normal regulation is that a time limit of only two years has been imposed. In this time French farmers will push their prices up to the higher level, they do not yet need to charge.

In practice this means that they will

Exporters have mixed feelings

titors a boost for new industrial developments.

Businesses which are already in full swing will not be hit so heavily, however, on account of the usual length of time between the placing of an order and its delivery.

Although prices should not be affected to the full extent of the devaluation, 12.5 per cent, it is expected that the price of this country's goods will go up by at least nine per cent in French shops.

Federal Republic exporters have shown reluctance to continue trading with countries within the franc zone that also devalued. In this respect the long-term investment goods export trade has been particularly badly hit.

France is the most important customer for this country's mechanical engineering industry. It bought 2,300 million Marks worth of machinery and equipment from the Federal Republic in 1968, which represented forty per cent of France's total mechanical engineering imports for that year.

On the other hand, France was the second greatest supplier of machinery and equipment to this country in the same year, with trade worth about \$80 million Marks being carried on. How far France will lower her prices for machine exports

seize every opportunity to extend their acreage and increase their herds of cows. This is the simplest way to ensure greatly earning power, but it will only add to the present surpluses.

Economically speaking a more purposeful move would have been to lower prices of agricultural produce in other EEC countries to the post-devaluation level in France.

But sound economic sense is rare, brought to bear in the realm of agricultural policy.

Gerhard Meyenberg

(Kölner Stadt-Anzeiger, 13 August 1969)

Bankers advocate currency union

Bankers have urged the government to step up demands for a European currency union. Since the devaluation of the franc removed the main stumbling-block of currency policies in Europe, all opportunities for further cooperation must be seized.

Firstly the limits imposed on transfer of currency and capital should be lifted. Secondly the Federal government should work out new initiatives for settling basic, uniform economic policies with France and the other Common Market countries.

The bankers association states that the time has never been so ripe for a Europe-wide policy of economic stability as now, after franc devaluation.

This country's economic policies have also had to be rescheduled because of the measures taken by her most important trade partner, France.

Presumably excessive demand from abroad, which has been a contributory factor in the overheating symptoms of this country's economy, will ease off, especially as there are signs of encroaching weaknesses from other countries holding an important position in World trade.

According to bankers it is becoming increasingly likely that the upward trend in the Federal Republic economy, which has lasted two years, can be prolonged without the much-feared inflationary tendencies or increased currency restriction.

(DER TAGESSPIEGEL, 13 August 1969)

as a result of devaluation is unpredictable, VDMA comments.

But increased competition from the French in this sphere is to be expected. It is almost certain that French machinery will be offered at lower prices to buyers in the Federal Republic, the institute reckons.

Rumours emanating from Paris state that the French motor industry, which is at present at a standstill because of summer vacations, will not be able to market cars in this country at much lower prices than before devaluation. The final decision on this matter will be made in two or three weeks' time.

But French motor manufacturers have pointed out that they will have to cope with increased salaries and material costs after the summer break, which will eat up the advantages of devaluation.

This country's car industry, however, is afraid that devaluation will cause a drop in car exports to France. An added factor is the French government's restriction on private spending.

The chemical industry association states that the industry will be severely hit by the new franc exchange rate. France is this country's chief customer for chemical products and the third most important supplier of chemical products to this country.

The textile industry association expects keener competition from France as a result of devaluation, and claims that it will be more difficult to export to France.

(Münchener Merkur, 13 August 1969)

ADVERTISING

Admen get the message across for a growing range of goods and services

In the West we live in a society which is constantly being wooed by advertisers. Few people will be able to deny this, since everyone can see how mass media in the most far-flung places nowadays carry the word of advertisers.

Of course there are varying degrees to which various people can be reached by advertising, but generally speaking society as a whole is the object of commercial courtship.

Confirmation of this fact is important for an understanding of the attitudes of the public towards advertising. It is also an important factor in helping advertisers understand themselves.

Public opinion on the subject of advertising is generally rather rigid, since people are constantly on the lookout for ways of seeing through the advertisers' methods. What the wooer wants to know is how the secret wooer goes about his seduction.

On the other hand advertisers are often at a loss to understand their own methods. One moment they are swollen with pride at their own cunning, the next they are on the defensive against the popular belief that their slogans and jingles are a means of leading the public down the garden path.

It seems useful practice to look at this idea from the other point in view: Western society is becoming more and more a society of advertisers. It is all too easy when thinking of advertising to be led straight into the realms of consumer goods.

Certainly large firms are the people who spend the most money on publicising their wares, but, by sheer force of numbers, the man in the street turns out to be the greatest advertiser of them all. And the numbers of personal advertisements are growing.

The 1966-67 slump made industrialists realise the necessity of advertising. On the capital market the picture is completely different from three or four years ago. Numerous organisations have recognised the need for publicising their activities, even though they still regard commercial advertising with scepticism. In this sphere the churches and trade unions are the first organisations that spring to mind.

For the advertising industry it would be an interesting exercise and a useful step towards self-orientation and self-awareness if a study were carried out on the increase in advertising by organisations not directly concerned with turnover and profits.

In this sphere unusual and far-reaching developments are in full-swing. The classic example is election battles. The extent and degree of professionalism exercised is something totally new. President Richard Nixon alone spent fifteen million Marks or so on his television campaign.

Political advertising includes special government or Ministerial requirements. This entails not only attempts to win votes of confidence by means of advertising, but extends to other specific individual purposes such as road safety, accident prevention and the like. It also covers domestic and personal advertisement and attempts to find successors: bishops make charity appeals, nuns seek missionary recruits. Season tickets for operas are bought and sold, new blood is sought for artistic coteries, world travellers seek adventurous travel partners and lonely spinsters advertise for the man of their dreams.

If it is a question of finding a new domestic or au-pair girl, husbands generally wax quite lyrical and pour forth a



vocabulary which would make them hot under the collar if a commercial enterprise used it. Yet they expect complete truthfulness from commercial advertisers!

But most people in modern Western society can see themselves for what they are: advertisers. Anyone who has once found himself in this role immediately realises the potential, the limits and the current situation in general in the advertising world.

What must not be forgotten is the ever-increasing number of facets of advertising and the manifold duties the advertiser must perform.

Advertising is continually presenting new faces to the world and not only in the various types of people who are using advertising media. The mass society which we hear so much about is really a society which is breaking up into many segments.

In the past the only major difference between one piece of gentleman's clothing and another was in size and cut. Nowadays there are many different styles to choose from. Particularly in casual wear they make a colourful picture and are a reflection of the wearer's individual taste. Advertising follows hard on the heels of developments such as this. Furthermore the trend is towards planned obsolescence.

Regional and localised tastes mean that advertising is not always concerned with the World at large, but must pay attention to the regional product, which

is, as often as not, an answer to the standardisation of products on national distribution and as such has a greater chance of survival.

This broader picture of advertising which is seen so clearly in its modern context leads once more to the question: what exactly is at the heart of advertising? It is far too limited to regard it as the draught-horse pulling the commercial bandwagon when it is used for such diverse purposes as to bring men back to the Church, to aid voluntary recruiting to the Navy, or to create opposition to the Transport Minister's plan to prohibit lorries and force manufacturers to send heavy freight by rail.

The elevated position which creativity has attained in recent years is an indication that advertising has begun to remember its true role. The search for solutions to creative problems which often become a gimmick or an end in themselves can be looked upon as a step towards a better understanding of advertising as a means of communication.

This is also true even if many of the solutions to creative problems, however constructive they may be, are not particularly adept at communicating facts. It is undeniable that the goal which advertisers have set themselves consists exclusively of getting the message across.

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(Handelsblatt, 6 August 1969)

■ TRANSPORT

Lufthansa flourish despite charter losses

If the Federal government as the major shareholder in Lufthansa, this country's largest airline, decided to revalue the Mark, the company would be in the red. The chairman of the board of directors, Herman J. Abs, explained that this was because fares were pegged to the dollar.

At Lufthansa's annual general meeting Hans Süssenguth spoke, in milder terms, of a considerable decrease in profit. In spite of this problem and a whole host of other difficulties he still looked forward to the future with optimism.

His confidence was based on more than Lufthansa's figures at the end of the first six months of this year's operations. Freight traffic increased by forty per cent and the number of passengers carried went up by seventeen per cent. What made Hans Süssenguth particularly confident was the possibility that passenger

and freight traffic would increase even more.

According to Süssenguth airlines were now on the verge of a breakthrough. Soon air traffic will become the norm. This gives rise to new dimensions which make redundant old cherished conceptions both about passengers and the airline itself.

The internal problem is to make a profit despite ambitious aims. The other problem is not only to keep a steady percentage of the available traffic but to increase the percentage in face of increased competition from other airlines. This necessitates new improved advertising and services. These days the volume of air traffic is exceeding the demand.

The first part of Lufthansa's plan is to increase the area it serves. Companies belonging to IATA, have to face the fact that the volume of charter flights is five times as great as the volume of regular service flights in some parts of Europe.

Later discussion revealed that Lufthansa fell into a trap when it started to run charter flights to the south. The board admitted that it had perhaps made a mistake in taking over a charter firm called Sudflug, especially as other charter organisations on the longer routes had failed.

Including the 1.2 million Marks loss in 1967, Sudflug cost something around nine million Marks. But the final purchasing price has still to be decided in discussion with the former owners. 1967 did see a loss of eight million Marks, though.

Süssenguth claimed that there had been a lot of misleading statements about the results of last year's business. He said that Lufthansa had made a profit every year since 1963.

The cash flow is calculated from the profit on the balance together with re-



Volkswagen's newcomer, the 181T jeep, should prove a success with young people. (Photo: Volkswagen)

Volkswagen jeep hits the road

serve funds, capital written off and back payments for pensions, overhauls and flying documents which have not been used up. The total in 1964 was 156 million Marks this had risen by 1968 to 212 million Marks.

Last year the average increase in air passengers was twelve per cent. Lufthansa registered an increase of 15.6 per cent on its flights. Lufthansa's freight increase of 35.5 per cent is considerably above the world average of nineteen per cent.

Although 1968 was such a good year no dividends would be paid, he said, because the preferential share scheme had not yet been introduced.

Last year's favourable figures have been repeated in the first six months of this year. Compared to other airlines Lufthansa is flourishing. The proposal to pay private share holders a dividend—this is the five per cent payment guaranteed on the original preferential shares—was accompanied by the announcement from America's largest airline that it would not be able to pay its share holders quarterly dividend for the first time in 28 years.

(DIE WELT, 6 August 1969)

Audi turns out to be VW's growth prodigy

In absolute terms Volkswagen remain the most successful car manufacturers by far in this country. From the growth viewpoint, though, Auto Union are doing far better. In the first six months of 1969 Audis from Ingolstadt sold 61 per cent better than a year ago, an increase that beat all comers.

The Audi's extraordinary success story is a feather in Volkswagen's cap, too. Auto Union, saved from bankruptcy jointly by Volkswagen and Daimler-Benz, is now a 100-per-cent Volkswagen subsidiary. To this extent the Audi, which owes part of its success to a Mercedes-developed engine, is Volkswagen's brightest hope at the moment.

(DIE ZEIT, 15 August 1969)

A closer look at the Wankel-engine Mercedes C 111

DO DAIMLER-BENZ FEEL NEED TO BOOST IMAGE ON RACETRACK?

Five seconds is all it takes the first Mercedes fitted with a Wankel motor to accelerate from 0 to 60 miles per hour.

Mercedes have just released details of the prototype which will be shown at the International Motor Show in Frankfurt from 11 September.

The two-seater coupé is only three foot four inches high. The engine, in the middle of the car, will propel it at a maximum speed of 160 miles per hour.

There are difficulties involved in climbing into a small car. Mercedes has therefore reintroduced the folding door which was last seen in the famous Mercedes 300 SL of the fifties.

The bodywork of the new powerful C 111 is made of synthetic materials to keep the weight as low as possible.

The three chambers of the Wankel engine each have a capacity of 600 cc. This is equivalent to a conventional 3.6-litre motor. Its 7,000 revolutions a minute produce 280 horse power.

Fuel is injected into the combustion chambers by a mechanical fuel injector that is also in use in the Mercedes SE models.

Transmission to the rear wheels is effected by an automatic five-speed gearbox. The latest findings from motor racing have been adapted for this model. Putting the thirteen-gallon fuel tanks along the sides of the frame is usual in motor sport.

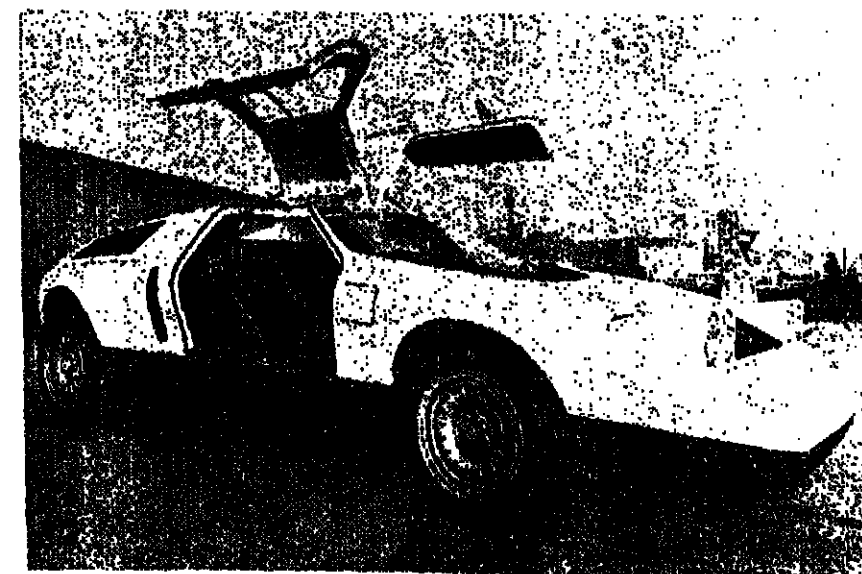
The C 111 is still described by the firm as an experimental model and will not be in the showrooms for some time. A whole series of prototypes are to be built and road tests will continue.

At the end of 1970 the Daimler-Benz board will probably decide whether to begin building a short run of the C 111. Experts feel that after the finishing touches have been put to the prototypes

this decision will almost certainly be taken.

The car will be entered for motor races before going on to the general market. Mercedes seems to have found out that its long absence from the sporting arena and its refusal to build high-performance vehicles capable of holding their own with other manufacturers' cars is not doing the image of Daimler-Benz any good.

(Frankfurter Rundschau, 13 August 1969)



Spreadsagled like a bird of prey the Mercedes C 111 is here seen with its wing doors up. (Photo: Fricch Baumgart)

Your wife could use a business trip.

While you're running around talking with presidents and vice-presidents, buyers and sellers, wheelers and dealers, your wife is sitting around talking to herself. At home.

Why, for heaven's sake?

Why not bring her along next time and let her see the places you see and she's never seen? Let her do the things you've done and have always promised she could do.

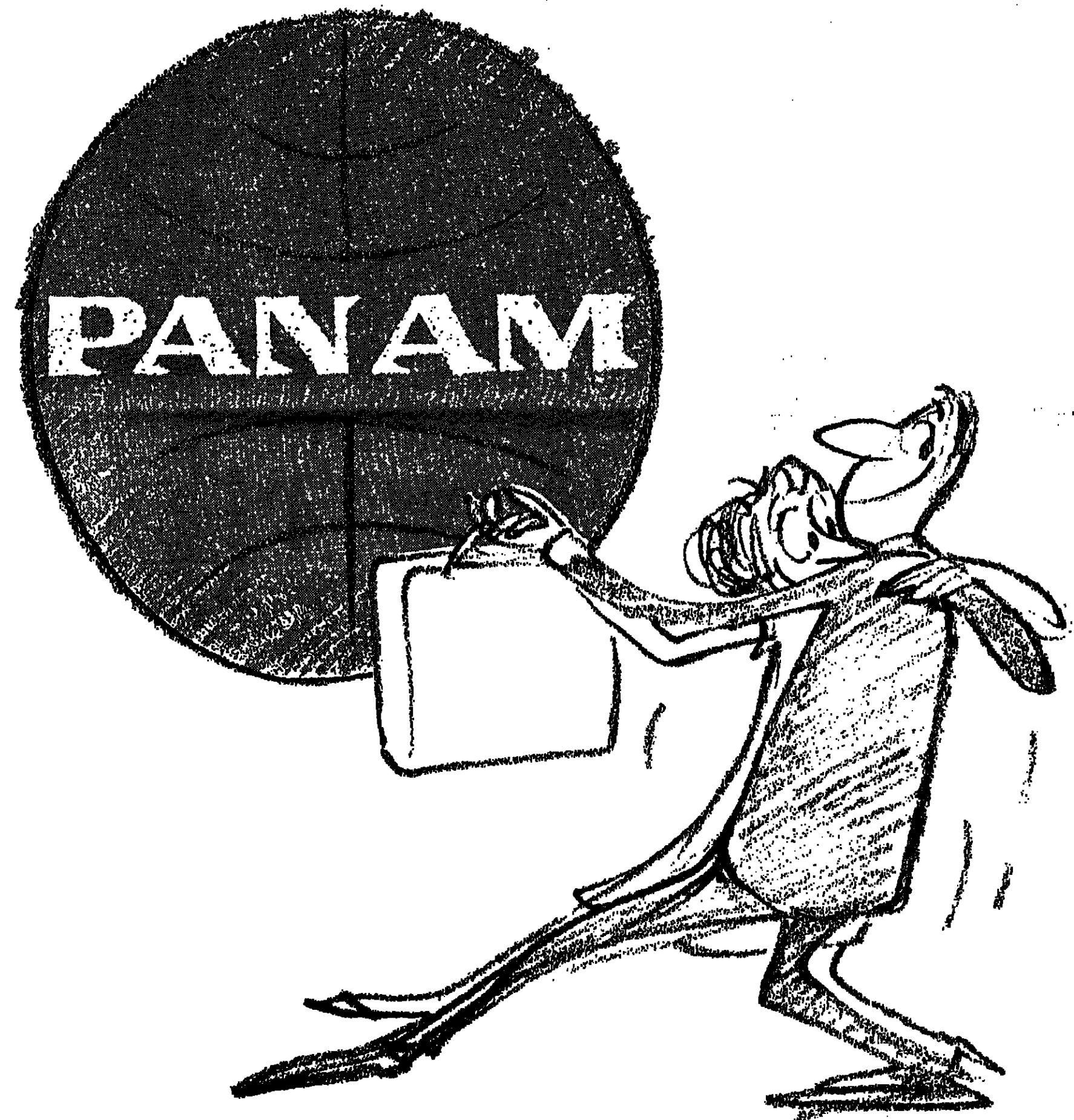
After all, you know a double room doesn't cost twice as much as a single.

And best of all, our Family Fare Plan will save you up to 50% on her airline ticket.

Think. For a little extra more, she can be your accomplice for the whole trip.

So next time, tell a Pan Am® Travel Agent to make it a business trip for two. Life is short.

Pan Am makes the going great.



8-402

MODERN LIVING

Parents compare notes on their teenage children

When parents get together and the talk gets round to their teenage children the floodgates open. This article consists of a few stills, as it were, from a conversation of this kind. The occurrences discussed are often unimportant but they are none the less characteristic of major and minor conflicts between young and old.

That Sunday morning all hell broke loose at the Roschmanns'. Snub-nosed freckled Ingrid, just fifteen but usually preferring to call herself a sixteen-year-old, did not get home until half past eleven on the Saturday night. Her parents had told her to be back by ten.

The birthday party had begun at four in the afternoon. "There were a few girls from our class and three or four boys we just happen to know. All very nice youngsters." Her mother knew Gisela, whose party it was, and had met her parents once or twice at meetings of the parent-teachers association. So there were no objections to the party as such.

Time passed. By half past ten and eleven Ingrid's father's fingers were drumming on the coffee table. The Saturday night TV film no longer kept his mind off the problem in hand despite the three Oscars awarded to the stars.

Ten past eleven. "That little slut! What does she think she is up to? When I was her age..." A vague smile crossed mother's face. Ingrid's mother was 35 or so and so good-looking that her husband occasionally good-looking that her husband occasionally introduced her to friends as his eldest man asked, rather taken aback. "Aren't I right?"

He was on the point of launching into one of his monologues on basic principles that were first feared, then tolerated and later, as members of the family grew older, smiled at, albeit afterwards, when the door bell rang.

In came Ingrid, a little breathless, happy and bursting full of things to say. Storm clouds gathered around the receding hairline of the head of the family. Gerda, his wife, adopted a conciliatory tone but was unable to smooth the furrows of authority on father's brow.

"Go to bed," he snapped. "We will have this out tomorrow morning." His daughter's eyes lost their glow, widened, narrowed and succumbed to tears as the door slammed shut behind her.

Her father jumped up, breathing heavily. A gentle hand touched his arm. "Please, Werner!" He slumped resignedly into his 1,000-Mark armchair and after five minutes spent trying to regain his composure managed to watch the end of the film with a certain amount of interest.

Although breakfast the next morning began rather gloomily it ended on a conciliatory note. Maybe father and mother had discussed the matter in bed the night before, a form of discussion that is practised far too little in many marriages and not at all in some yet is often extremely productive, especially where bringing up the children is concerned.

Maybe Gerda succeeded in convincing Werner he was really far too young and flexible to need to assume the role of patriarch and pull rank.

The Sunday passed in much the usual way. It was not a Sunday when everyone does as he pleases but at Roschmanns' they were exceptions that proved the rule. At all events not too much was planned (a weakness of old man Rosch-

mann) and it ended up as a kind of seventh weekday on which everyone went his own way despite the joint programme.

Werner's prestige quota had still not been filled, though, and his dissatisfaction was none too easy to suppress. It came to the crunch a couple of days later when Ingrid wanted to go to the cinema with a girlfriend. The first showing, six o'clock. "You come home straight away afterwards, do you hear?" "Just an ice cream after the cinema and I'll be back, dad." "Alright," mother Gerda interrupted, "off you go then and enjoy yourself." Women often are a little quicker-witted.

Werner Roschmann felt frustrated. He went out of his way to lament his woes to everyone and seek out fellow-sufferers whose children had also got out of hand. He was irritated by the fact that everything is so complicated nowadays in comparison with days gone by when a frown or a gesture more than served the purpose of what now has to be a discussion.

When must children be back in the evening after going out? This topic was the start of hours of discussion among five couples who came together at the end of an excursion. All agreed that children would sooner not be bound by a specific time.

Trust is good, control better is an epithet that may still be justified in authoritarian countries but it is out of place in bringing up children nowadays. "It should be the other way round," one of the fathers reckoned. "Trust is better." But how does it work in practice?

"It's odd, you know," one father self-consciously admitted. "We always had trouble when we told Gerda to be back by ten or eleven. He was always late. Then once I said to him 'Come home when you've had enough.' And who was back at half past ten. Our son. It had, he said, been a bit boring.

"Ever since we have taken care never to insist that he is back home by a certain time and he has never abused our trust." The suggestion seemed worth considering. When the son or daughter is free to decide for him- or herself when to go home there is less risk that he or she will stay out really late. Trust instead of control, a maxim based on experience but not necessarily generally valid.

When parents who get on well together start talking about bringing up children the floodgates open. Someone mentioned parties. "We had a party in our cellar not long ago," a mother of three girls between the ages of twelve and seventeen said.

"My eldest daughter insisted that I was on no account to disturb the party. That was an argument! I had to talk with her for half an hour before she admitted that it wouldn't be too bad if I were to

Pensioner dials 999 for a drink

An 80-year-old woman pensioner living alone in Mülheim in the Ruhr was thirsty. So she made an alarm call to the local fire brigade. She had just been discharged from hospital and could not walk she told astonished firemen.

The fire brigade informed the police who brought her ten bottles of mineral water.

(Frankfurter Rundschau, 5 August 1969)



Young people — the bone of contention (Photo: Contino)

slip down with a plate of sandwiches. I left them to their own devices again straight away, too," the mother said with a wry smile. "If it had been up to me I would have stayed there and enjoyed the party with them."

The next speaker voiced extremely thought-provoking views. The days of the Sunday stroll are over and done with, he noted. Girl- and boyfriends grow increasingly important. Parents recede into the background. Unless they look out they become nothing more than the providers, and the only way to avoid that is to adapt.

"Surely," someone objected, "adjusting to the children's urge to freedom cannot be the purpose of parenthood. There must be a certain amount of discipline, otherwise there could be no telling where we would end."

The speaker was a typical figure of our times, a weekend father who came home on Saturday and travelled back to work



first thing on Monday morning. He liked everything to be shipshape and in Bristol fashion over the weekend. Little did he suspect what trouble his wife had coping with two roisterous children whose readiness to pay attention to anything their mother said had slumped virtually to nil by the time they were first-formers.

By the time children are this age parents must realise that a flexible approach is head and shoulders better than the big stick. Parents who overdo the discipline suddenly find themselves with a broken family. The strain has been too much.

And the weekend father is who was one day confronted by his wife with a problem that was not reconciled with his conviction that all was well in his family at least. Hardly had he slipped on a pair of slippers and sat down in his easy chair with a couple of books but his wife came out with "Look what I found in Hartmut's desk!"

"What were you doing rummaging in our son's desk?" the father countered, taking on the role of the Devil's advocate. Then he took a closer look. "Hell fire!"

Son Hartmut was thirteen, nearly six foot and streets ahead of others of his age in intelligence. The two books, "Helga — Love, Sexual Behaviour and Birth Control" and a relatively harmless book of female nudes, would have been just about OK in the hands of a seventeen-year-old but they were unquestionably too much for a youngster who has not even been confirmed.

His father was all set to fire a heavy broadside but the mother held him back.

"That's no way to go about it. We must think what to do."

"What did you do, then?" another parent asked. "We first conceded that we had no right to rummage through his drawers in his desk but now that it has happened we ought to talk about it matter in hand. If he wanted to, though, he could say nothing and come and ask when he felt the need to do so. Then we gave him the two books back and he made off blushing furiously."

"And then?" "Well, then the whole problem was solved in a couple of hours talk one evening. You learn a lot in the process, are extremely surprised and a little ashamed that you have let your child down on such an important point yet gratified that he came to you of his own accord."

"Maybe ours is an all but ideal case. Somehow or other we seem to have got through to him that evening. He now comes entirely of his own accord. At his age sex is of towering, uneasy importance. The only way to help is to talk on equal terms, discuss matters and take him seriously. On the second occasion he went off saying 'Gosh, a fellow can really talk with you.' Not for a long time has we been as happy as we were that evening." "And the books?" "He turned in the nudes himself but is keeping Helga. We have no objection."

Parents' conventional fear of an illegitimate child in the family has created a taboo that older people are loath to mention, while young people give it not a second thought until it happens and the family is thunderstruck.

Where this problem is concerned there are no hard and fast rules. Who can guarantee what a boy or girl of fifteen, both physically fully developed, able and willing, are or are not going to get up to?

The facts of life are not enough. "You have to make sure," one father commented, "that the children are not so blinded by sex that they forget love."

"That is far too abstract for our children," another father countered. "They want to make their own mistakes. All you can do is warn them not to throw themselves away and to stay on their best behaviour, particularly where sex is concerned."

Conclusions were not reached. So were all the conceivable topics dealt with. When a dozen parents get together they have between them such an abundance of experience that it cannot all be aired in a matter of hours.

The teenagers themselves were not present. They are intent on going their own ways but are nonetheless grateful for models that accord with their own tastes and style. Parents who do not want to lose contact with their children have no alternative but to adapt. It may not be such a bad idea, either. It keeps them young.

(CHRIST UND WELT, 1 August 1969)

SPORT

Federal league football shakily enters its seventh season

Federal league football has become an everyday affair. The euphoria of the early days has given way to sober contemplation.

Two years ago experts were alarmed by falling gate-money. A glance at statistics was enough to make club treasurers break out in a cold sweat.

In the 1963-64 season average attendance per match was 25,074. In 1964-65 the average was 27,335. In 1965-66 it dropped to 24,055. Next season there was a further drop to 22,893 and in 1967-68 the average gate per match was only 19,700.

Grandstands erected in the good old days are now just the outward signs of large mortgages hanging over the clubs. Red figures are beginning to appear on bank accounts.

Experts are feverishly debating what to do. A new form of championship is being mooted. More comfort at the ground and less football on TV are two further suggestions. Bayern Munich have put forward a scheme for a mid-season break to avoid the lean times between December and March. Mid way through last season attendances were down by a further half million, and the hard winter must have been partly to blame.

But these figures were deceptive. The final balance sheet showed that total attendances for season 1968-69 were up by 312,000 on the previous year, and the average had climbed above the 20,000 level.

So it seems that King Football is not on a downhill gradient, but the days of 70,000 gates are gone. The yardstick on which the boot and leather boys must measure their popularity is the 20,000 gate.

Certainly a club like Hertha of Berlin, playing in the Olympic stadium of a great city, can count on better crowds than Kaiserslautern FC, for example, irrespective of league table positions. Students of football seem to have become more quali-



ty-conscious, as statistics show. Although the number of goals scored per game last season dropped to an all-time low of 2.85, gates increased.

The Federal league is this country's football prodigy, but at the same time a complicated organisation. The eighteen clubs that play in the top bracket differ from each other not only in financial but also in sociological and social structure. Whereas big city teams from Berlin, Hamburg and Munich preach pure professionalism, a club like Eintracht Brunswick prefers to take players who have a second profession to fall back on.

Schalke 04 of Gelsenkirchen, the uncrowned king of the Ruhr even at times of crisis, encourages its players by paying a bonus of 1,200 Marks for each win. VfB Stuttgart pays 1,000 Marks win bonus. Alemannia Aachen and Kaiserslautern offer 800.

Gerd Krug, a former Hamburg SV player, recently described the complicated system of payments in his old club. In addition to a fee of 250 Marks per match the men in Uwe Seeler's team receive bonuses for their position in the league table and for attendances.

Clubs should have learnt by now that they must reach for the skies, whatever it costs them. Those who have not will have a rough time in this seventh Federal league season. Hanover 96 and Munich 1860 kick off with heavy debts, but only the Munich team has any idea how to avoid bankruptcy.

They base their calculations on an average gate of 12,000, since the expected 17,000 last season and the 22,000 they expected the season before just did not materialise. Thrift was the order of the day when new contracts were signed.

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the welfare state and free their souls from the week's worries.

The Federal league is devoid of respect, is fast-living and breathtaking. It is generous and petty, gruesome and graceful! One man's mistakes are forgiven, another man's mistakes are costly. The super-league knows no favourites; all receive a measure of its favours, but its favours are strictly measured. It thrives on money, but there is a limit to what that money can buy.

Almost half the clubs in the top bracket are from the west of the Federal Republic. Interest is keenest in the Ruhr. People in Oberhausen (Rot-Weiss Oberhausen have just been promoted to the Federal league from the regional league), Duisburg, Gelsenkirchen and Essen (Rot-



Gerd Müller of Bayern Munich, Footballer of the Year (Photo: Nordbild)

Weiss Essen are the other Federal league newcomers) can travel from one stadium to another by train.

But Schalke's players can afford to travel in greater style. If signs are not deceptive, Rudi Gutendorf, this country's most colourful trainer-manager has prepared the way for a great season for Schalke.

He showed the way ahead for a club steeped in tradition. He has hauled the spilt, cotton-wooled ball magicians out of bed at six o'clock in the morning for circuit training and long distance runs. The reason for this is not just to keep his players at the peak of physical condition, but also to show the citizens of Gelsenkirchen on the early morning shift that the football club is taking the new season seriously.

Gutendorf has laid great emphasis on good public relations, and sought to get potential spectators and the press interested in the club and its activities. He has instituted a new form of critical discussion—the hearing. Thousands flocked to see what Gutendorf meant by a hearing. What they saw was that Gutendorf, despite his long hair and his American car is a hard-working, quick thinking, astute and eager man.

Is this the way ahead for the Federal league? Certainly what is one team's meat is another team's poison. It is not necessary for trainers in Munich to adopt ideas that are successful in Hamburg. The complexity of the Federal league as a whole benefits from the variety of local customs and ideas—the regional mentality.

Jo Vielvoys
(DEUTSCHES ALLGEMEINES
SONNTAGSBLATT, 17 August 1969)